# Automotive News 1958 Almanac

THE NEWSPAPER OF THE INDUSTRY

*Twenty-second Review and Reference Edition*

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**DETROIT, APRIL 28, 1958**

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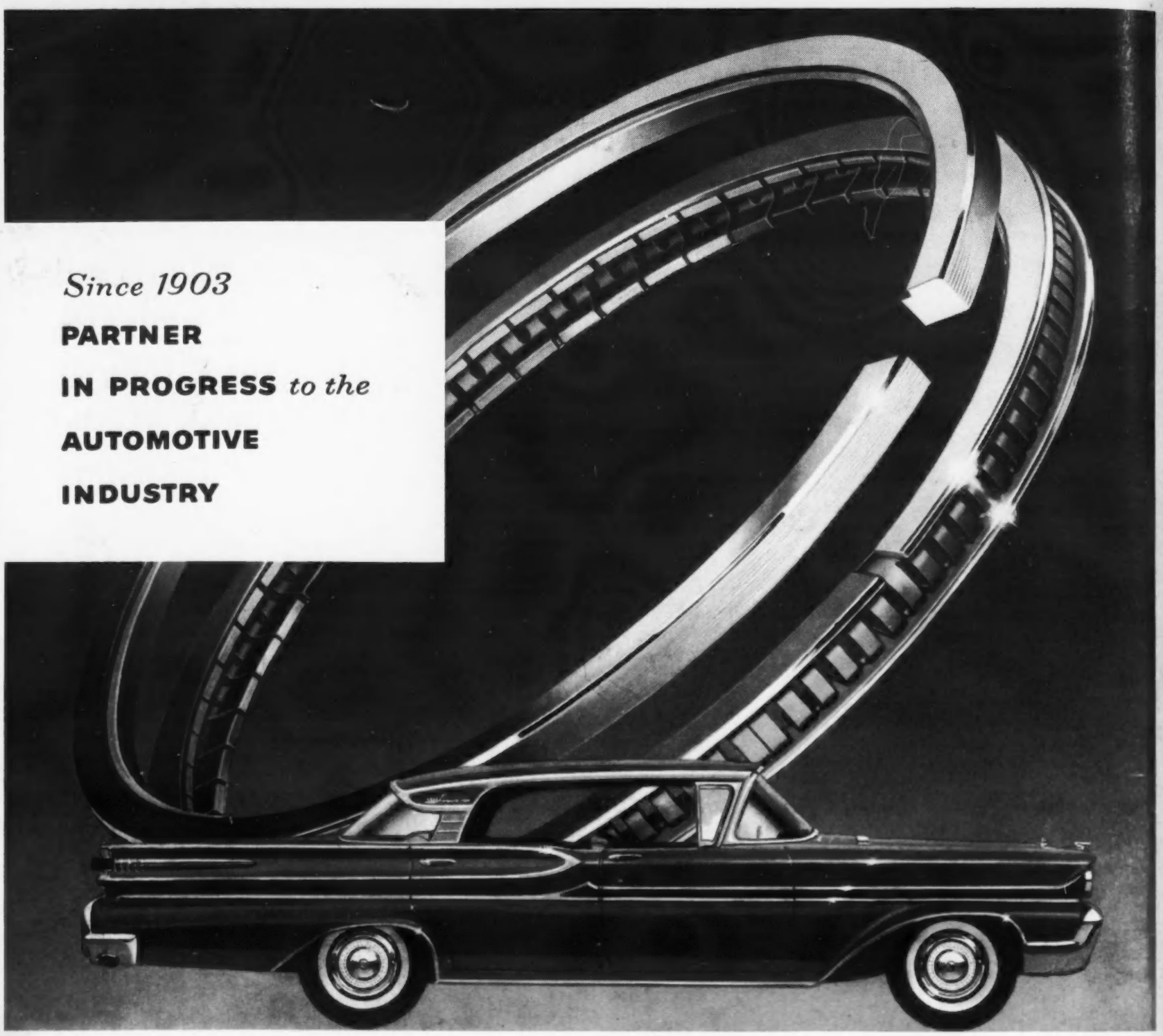


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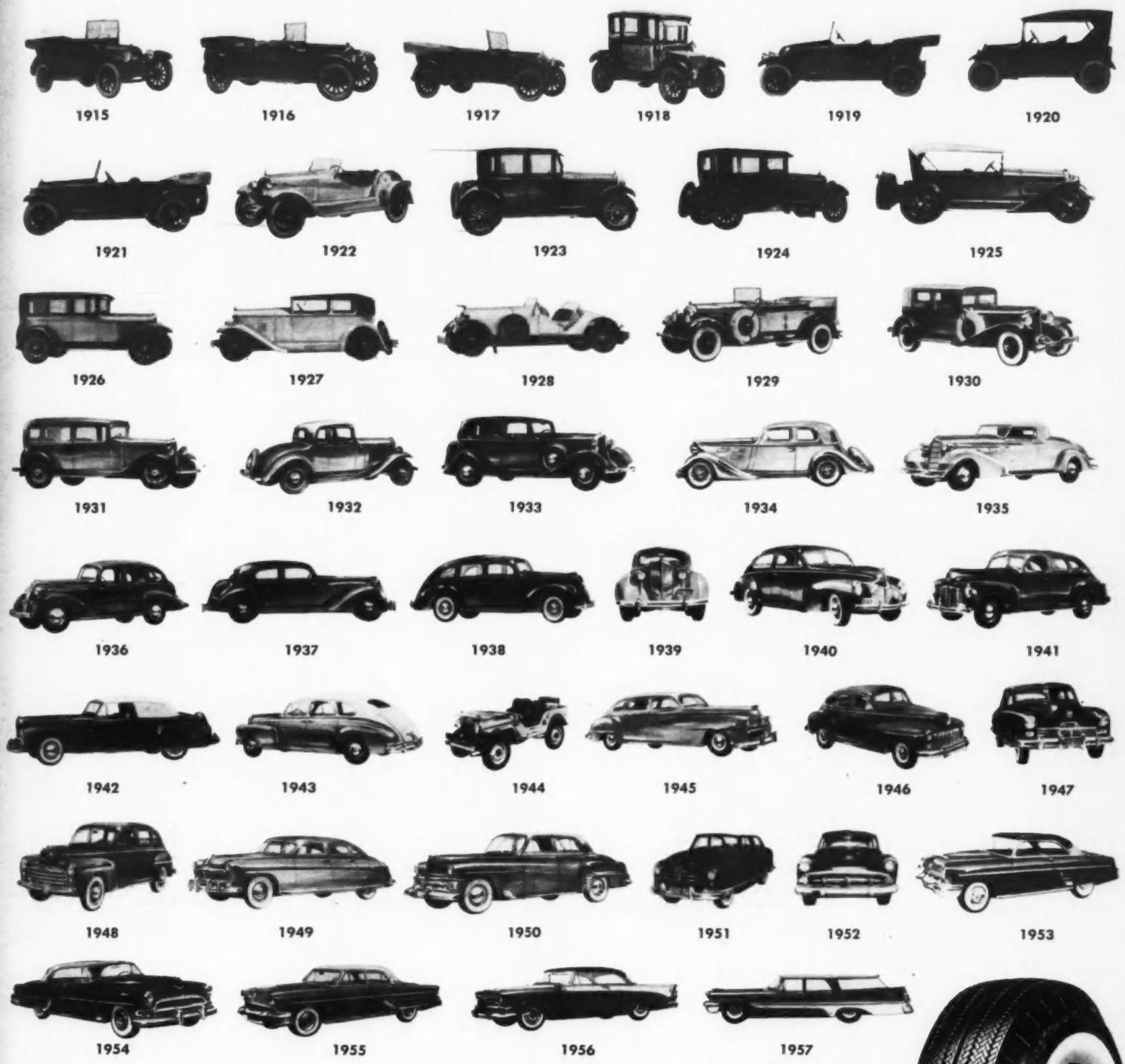
# Again... one of the most remarkable votes of public confidence in the history of American industry

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2. When you slam the door, do you hear a firm, solid sound? Undesirable metallic sounds are eliminated in the Ford Family of Fine Cars with heavy sound-deadening insulation.

3. Is the window glass free from waves and flaws? We pioneered in the use of safety glass and still make our own safety glass under the most rigid quality controls.

4. Is the finish lacquer or enamel? Ford uses only tough, durable enamel, impervious to many substances that damage lacquer.

5. Is the upholstery durable as well as attractive? We use only fine-quality upholstery materials including nylons and leathers.

6. Thinking about a convertible? The quality of the top is all-important. Ford Motor Company uses only color-fast, vinyl-coated cottons securely stitched and reinforced in critical areas for extra strength.

# Only the Ford Family of Fine Cars gives you superior quality and workmanship on all six

Much of the quality in the Ford Family of Fine cars is plainly evident. Still more is hidden from view. Ford Motor Company, more than any other manufacturer, controls standards on all materials that go into its cars. This control is designed to provide you premium quality in every detail. A good reason to choose your next automobile from the Ford Family of Fine Cars.

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# Automotive News

# 1958 ALMANAC

REVIEW AND REFERENCE EDITION

## highlights

Handy Guide on Officials of Car and Truck Makers.
Cars in Operation by Makes, States and Model Years.
Year in Review.
Auto Options Trend.
Engineering Data.
Census of Automotive Firms.
Complete passenger car registrations.
New-Car Dealer totals by Makes and States.
Detailed directory of the industry.
Automotive News Family Album.
Financial data of automotive companies.
Farm data—Automotive.
Used-Car prices analysis.
Commercial car registrations.
Monthly production and registrations statistics showing percentage of each month to year's total.
Makers' percentage of year's total new passenger and commercial car registrations.
Production and wholesale value of passenger cars and trucks.
List of states in order of registrations of car volume.
List of car manufacturers in order of sales volume.
Automotive News production estimates by makes.
Tire and tube production statistics.
Highway Accidents—types, condition of vehicles, etc.
Taxes paid by car owners.

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*Publisher, 1933-1949*

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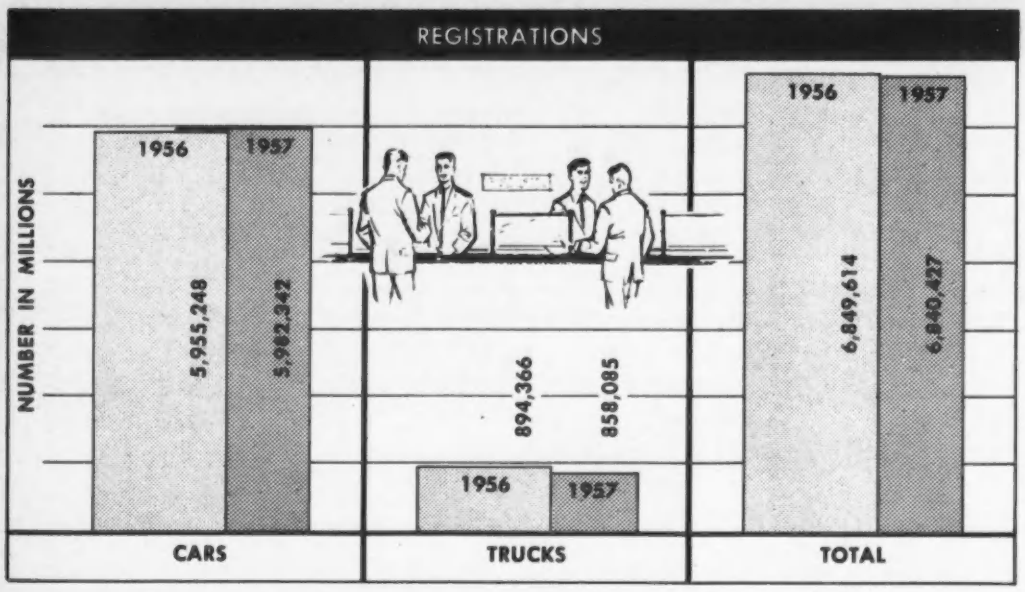


# Major Changes

## Import Car Sales Soar

MAJOR shifts in new-car sales shares marked 1957, with General Motors' sharp decline and the rise of imported cars creating most of the changes. GM's share of new-car registrations dropped from 50.78 percent in 1956 to 44.85 percent last year, while foreign car sales more than doubled (3.34 percent in 1957 versus 1.6 percent in 1956).

Chrysler Corp. sales led the upsurge, rising from 15.48 percent of the total market to 18.33 percent in 1957, as total industry registrations showed a slight gain over the previous year (5,982,342 cars versus 5,955,248 in 1956).

*Ford Motor also garnered a bigger piece of the sales pie, registering 30.39 percent of 1957 new cars compared with 28.45 percent in 1956.*

American Motors gained slightly, from 1.93 percent to 1.96 percent, while Studebaker-Packard dropped from 1.76 percent to 1.13 percent.

* * *

SALES of imported cars reached 206,827 units in 1957, compared with only 98,187 cars brought into the U. S. during the previous year. Leading country of origin was Germany, with other countries following in this order: United Kingdom, France, Sweden, Italy, Eire, Canada, Japan, Belgium and Czechoslovakia.

*Less than 100 cars each came from the Netherlands, Norway, Panama, Denmark, Australia, Austria, Finland, Lithuania, Mexico, Morocco and Soviet Russia (one).*

Meantime, U. S. exports of cars to foreign countries fell to the lowest point in eight years, totalling only 160,632, or 2.6 percent of production.

Trucks exported, however, were slightly above 1956, the figures being 205,634 in 1957 versus 205,230 in 1956.

In units, General Motors registered 2,683,363 new cars in 1957 in the U. S. versus 3,024,286 in 1956; Ford Motor ended up 1,818,169 versus 1,694,108; Chrysler 1,096,359 vs. 922,043; AMC 117,330 vs. 115,105 and S-P 67,754 vs. 104,798.

* * *

THE year also witnessed introduction of the industry's first new car in 20 years—the Edsel, which bowed in September, and the auto makers' ban on racing. There was also a renewal of dealer problems as profits dropped steadily to a low point of 0.7 percent of sales at year's end.

*As 1958 opened, dealers were preparing to seek congressional aid through passage of a bill to permit reestablishment of territorial security in the industry. Other dealer programs were aimed at setting up a code of ethics for dealers and uniform national car prices.*

Statistically, 1957 was a mixed year. On the upside were Car Production and Registrations, Vehicle Taxes, Vehicles on the Road, and Tire Output and Sales.

On the downside were Truck Production and Sales, the number of Auto Wage Earners, and Car Exports.

* * *

ALTHOUGH sales slumped in the fourth quarter, New-Car Registrations for 1957 reached 5,982,342, a gain of only 27,094 over 1956's 5,955,248. With New-Truck Registrations showing a decrease from 894,366 to 858,085, the grand total of New-Vehicle Registrations dipped from 6,849,614 in 1956 to 6,840,427 last year.

Production followed a similar pattern, with Car Output rising to 6,115,454 in 1957 from 5,801,865 in 1956. But Truck Production was off slightly from 1,103,593 to 1,083,670, resulting in a grand total for production of 7,199,124 cars and trucks for 1957, compared with 6,905,458 in the previous year.

*In its usual year-to-year change, Vehicles on the Road continued to gain in 1957, hitting a new peak of 61,208,410 compared with 59,348,059 in 1956. Cars still in operation rose to 51,432,460 from 49,803,977 in the previous year.*

Trucks still operating on U. S. roads rose about 225,000, hitting a 1957 total of 9,775,950 in contrast to 9,544,082 in 1956.

* * *

DESPITE a slight rise in vehicle production, the average number of Auto Wage Earners declined slightly in 1957, the total being 807,100 compared with 815,200 in 1956.

*Tire production and sales showed sizable gains in 1957. Production rose from 100,364,601 in 1956 to 103,647,831 last year, while sales jumped from 99,251,076 to 106,941,062.*

In a never-ending spiral, Vehicle Taxes continued to rise during 1957, reaching a total of $8,250,000,000, which compares with $7,964,270,000 in the preceding year.

With more vehicles on the road, Parts and Accessories Sales also rose during the past year. The figure for 1957 was an estimated $2,000,000,000, compared with $1,827,000,000 in 1956.

Herewith is a month-by-month summary of news highlights in 1957:

* * *

### January

Senate auto probers to investigate car insurance . . . Chevrolet leads eight makers in 1956 production gains . . . Chrysler adopts GM plan for dealer cooperative ads . . . Mercury convertible cruiser chosen as pace car for Indianapolis "500" . . . Connecticut dealers and unions scrap in organizing wrangle . . .

*'57 new-car stocks pass 500,000; dealers clamor for more . . . Used-car stocks hit 10-month high in soft market . . . Car output up, but still trails '56 pace . . . Ford, Imperial and Rambler claim big sales gains . . . Ford drops cooperative ad plan, joins GM in freight boost . . .*

Independent truck makers boost market share as '56 output dips . . . Cold, strike shave Ford production . . . Record 494,411 attend Chicago auto show . . . Teamsters union maps big dealership drive . . . Ford, Chrysler push GM as '57 sales gain momentum . . . Buick, DeSoto, Chrysler launch national price ads . . .

January output tops '56 figure . . . Dispute closes two AMC plants . . . NADA convenes in San Francisco . . . Edsel's '58 sales seen topping 200,000.

* * *

### February

NADA approves firm union stand; Fred M. Sutter named president . . . Used-car sales rise sharply at wholesale level . . . Auto production approaches '56 rate . . . GM, Ford to spend nearly $2 billion on expansion in '57 . . . Unions, Senate clear way for labor-racket probe . . . Dealer total dips to 39,643 . . .

*Dealer profits, sales hit three-year peak . . . Ford reports $236 million net for '56 . . . Bootlegging reported fading, except in Texas . . . House group kills hopes for auto-excise cut . . . Car stocks hit 620,000; output near million mark . . . '56 sales total 5,955,248, third best in history . . .*

Import-car acceptance growing . . . Senate opens hearings on wage-hour law for big dealers . . . Daily car sales pace rises but profits dip in some areas . . . Car output sags as Chevrolet cuts assemblies . . . NADA launches series of dealer seminars . . . Teamsters again eye Detroit

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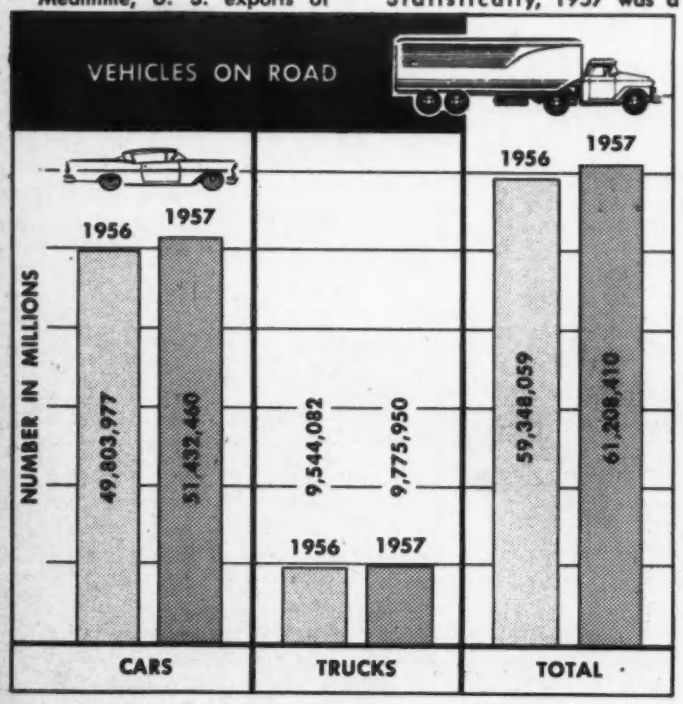
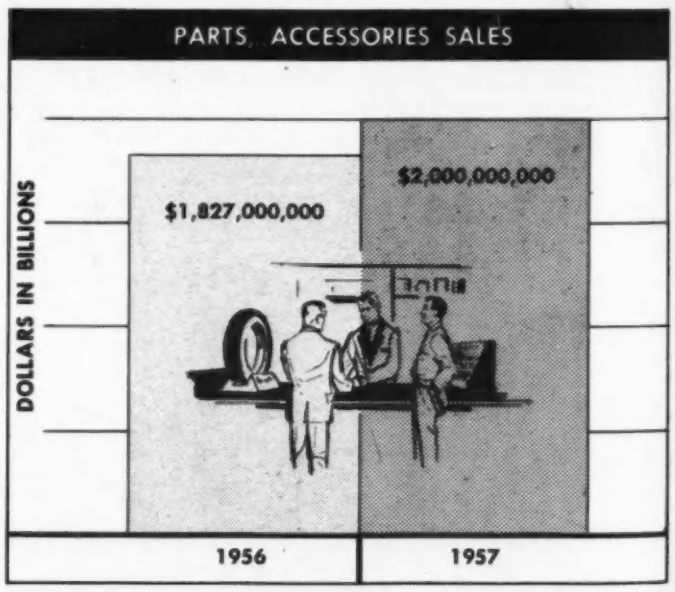
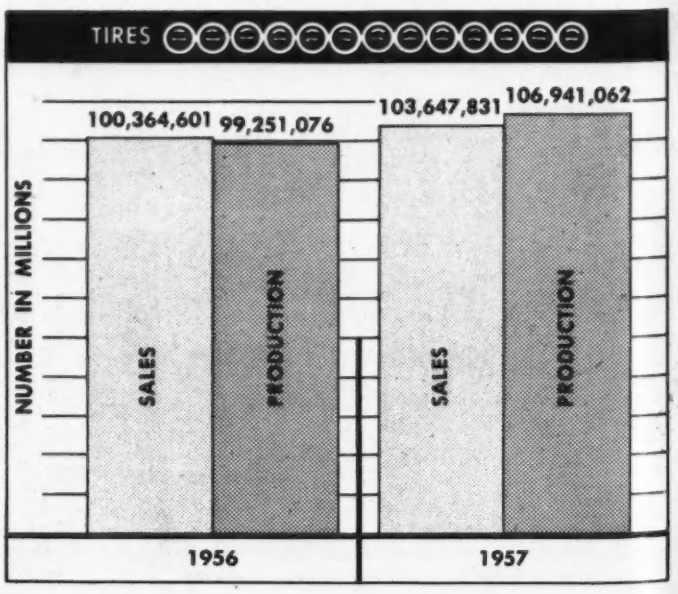
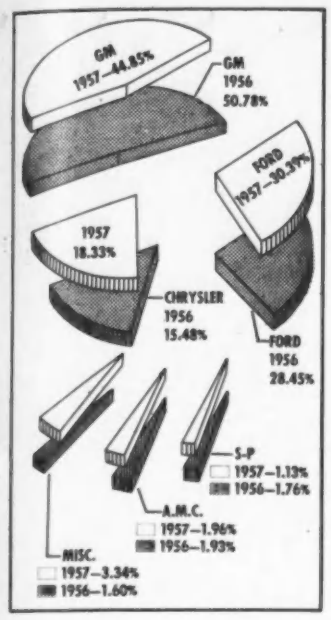


# Mark 1957 Auto Market

## As GM's Share Dips; Edsel Makes Debut




(Continued from Page 6)

salesmen . . . Canadian auto sales in '56 hit record 406,633.

* * *

### March

Frederick J. Bell, NADA executive vice-president, reports dealer profit down to .8 percent in '56 . . . Wide finance quiz by Senate urged . . . GM says '56 net off 28 percent to $847 million . . . Used-car dealers wait brisk upturn . . . Wichita dealers settle $6.1 million anti-trust suit for $225,000 . . . New-truck registrations in '56 drop 6.5 percent to 894,366 . . .

*Heavy discounting by new-car dealers reported . . . Month's car output heads for 610,000 . . . Chrysler picks Akron for Plymouth single-line test . . . Colorado dealers join Big 3 fight on factory-dealer licensing bill . . . AMC drops cooperative ad charges . . . Chrysler announces franchise reforms . . . NADA says 30 percent of dealers lost money in '56 . . .*

New-car stocks climb to 729,000 . . . Senators probe auto loans, insurance . . . Plymouth's market penetration up sharply; Chevrolet, Ford falter . . . Financier Louis E. Wolfson becomes AMC's biggest stockholder . . . Finance pack called "national scandal" at Senate hearings . . .

First-quarter output of 1,805,000 cars is second highest . . . Dealer failures up 40 percent in '56 . . . Wolfson backs AMC auto program.

* * *

### April

Car production slumps to 130,900 as Big 3 cut back . . . Willys reports '56 earnings of $3,593,000 . . . Business-tax cut postponed by Senate . . . Dodge sets up truck centers for quick delivery of "heavies" . . .

*Ford, Chrysler output share up sharply in first quarter . . . Federal Reserve Board finds 30 percent of dealers favor credit curbs . . . NADA's Bell urges dealer code of ethics . . . Charles L. Jacobson, Chrysler vice-president, pledges action against false ads . . . New-car stocks level off at 762,000 . . .*

Rise in used-car market cuts inventories to '57 low . . . Output heads toward year's low . . . Ford leads gainers in truck production . . . Chrysler cars sweep Mobilgas economy run . . . Chrysler walkout, Easter absentees slice auto output . . . Ford, Chrysler report record sales in first quarter.

* * *

### May

Edsel dealer drive ready to roll . . . High-court review sought in closed-territory suits . . . Used-car demand continues to gain . . . Henry Caruso, Los Angeles dealer, accused of swindling customers . . . Finance cleanup gets dealer, public support . . . AMC cuts six-month loss to $5.3 million . . .

*'57 truck sales continue to dip . . . New-car stocks drop for first time since '56 cleanup . . . Missouri dealers oppose car-price hike . . . Chrysler sues UAW in plant-transfer dispute . . . Auto assemblies hit four-week high of 127,279 units . . . Dealers gain in drive for local rate on ads . . .*

NADA and makers weigh industry problems . . . Studebaker-Packard's Scotsman makes bow . . . "Hard buyers" slow selling pace . . . Henry Ford II says new pattern in auto sales is possible . . . More Southern California dealers face charges in shady deals . . . Lincoln announces plans for 145 exclusive dealerships.

* * *

### June

Federal Reserve Board sees no need to curb credit . . . Year's three-millionth car rolls off line . . . Continued shortage of foreign cars seen in U. S. . . . Sales facing crucial test as "make-or-break" month starts . . . NADA President Sutter calls quality-dealer setup a vital need . . . White purchases Reo Motors . . . GM President Harlow H. Curtice sees '57 sales close to '56 total . . .

Six makers offer bonuses to spur sales . . . Canadian sales up 18 percent in first quarter . . . Ford, AMC boost sales slice; Chrysler, GM lose . . . Dealer profit up to 1.4 percent in first quarter . . . Car output running 21 percent ahead of '56 pace . . . AMA votes auto-racing ban . . . Kansas dealers to fight false ads . .

*Supreme Court orders du Pont-GM divorce . . . Foreign-car imports top U. S. exports by 10 percent . . . NADA asks makers to join drive on cross-sales, bootlegging, ads . . . Used-car stocks hit year's low; new-car inventories at '57 high of 792,425 units . . .*

New-car sales reach three million . . . GM to import Opel, Vauxhall for Buick and Pontiac dealers . . . NADA maps new plan for dealer security . . . Ohio used-car dealers win fight to sell new autos . . . Canadian car sales in 1957 top '56 by 8.6 percent.

* * *

### July

Supreme Court upholds New Jersey ban on Sunday auto sales . . . Steel-cost hike assures higher price for '58 cars . . . Sutter calls NADA's service-responsibility proposal a potential solution to industry's marketing problems . . . Curtice urges emphasis on safety enforcement . . . Ford Motor, Chrysler Corp. get 51 percent of first-half output . . . Factories studying service-responsibility plan . . .

*Market slump boosts used-car stocks . . . NADA's Bell asks $1-a-car levy to finance an Automobile Retailers Institute . . . Dealers assail steel-price hike . . . Michigan, New Jersey dealers favor service responsibility bonus . . . New-car stocks dip to 744,000, still top '56 total . . .*

Used-car dealers vow to fight territory-security bill . . . Ford Motor, AMC sales continue to rise; GM, Chrysler Corp., S-P

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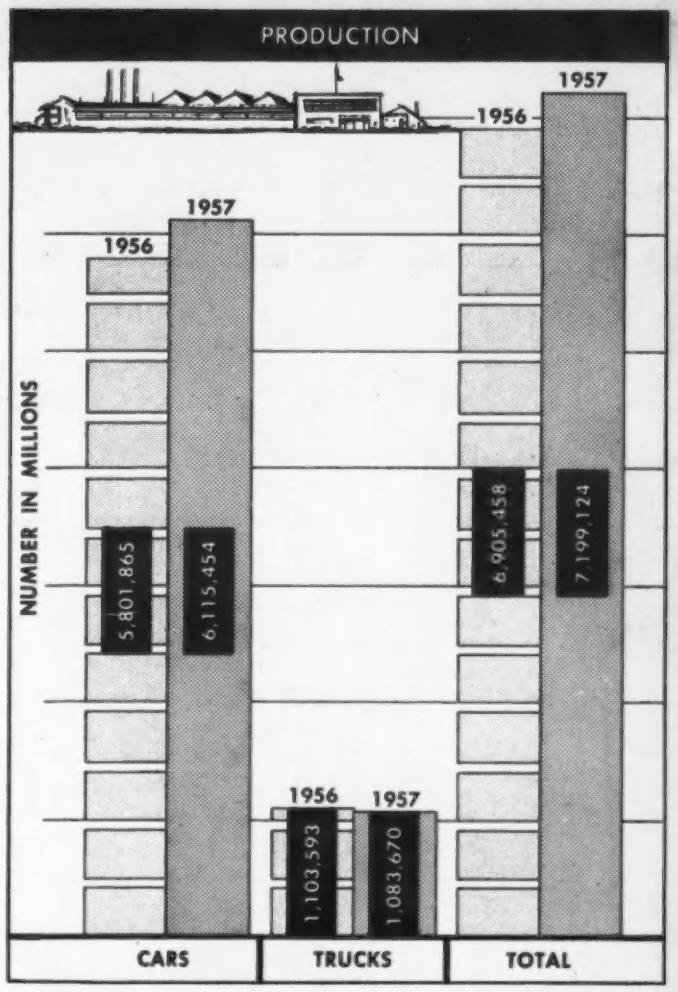
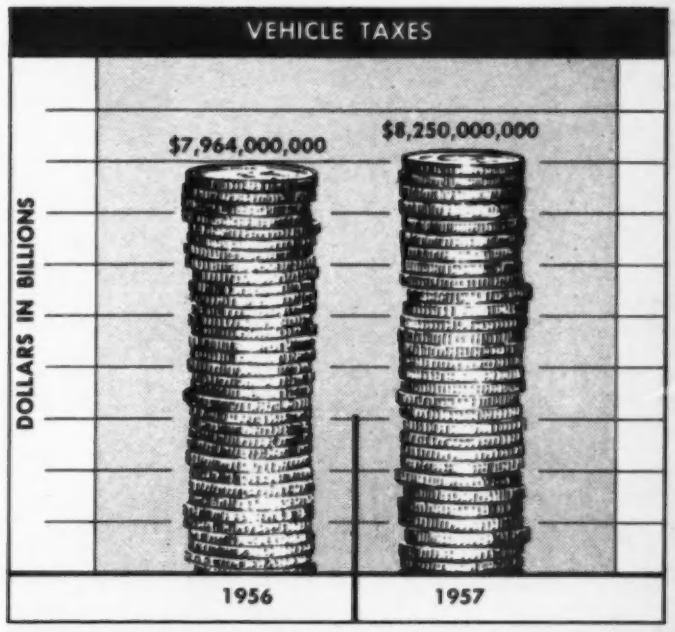
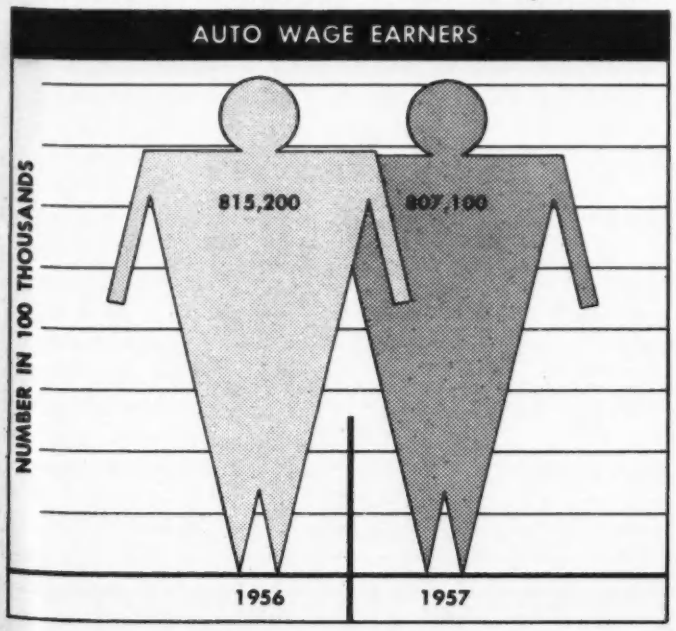
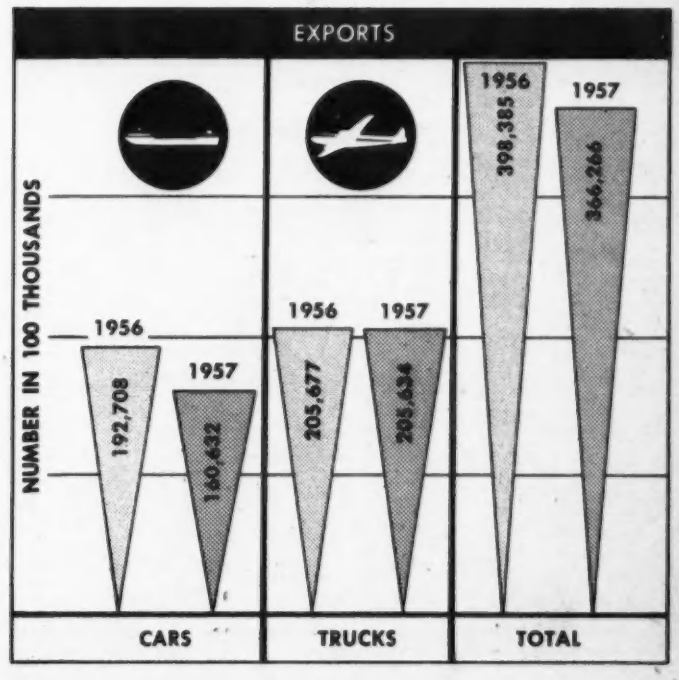


# MONITOR

## IS GOING PLACES—FASTER THAN EVER!

The firm and unshakable endorsement of NBC Radio's MONITOR by national advertisers has sky-rocketed billings to a record $5,000,000 annually!

MONITOR is doing the job it set out to do. At low cost it is delivering and selling to huge audiences. Here are some current MONITOR campaigns:

| NATIONAL ADVERTISER | LISTENER COMMERCIAL IMPRESSIONS PER WEEKEND |
|---|---|
| AMERICAN MOTORS CORPORATION | 21,461,000 |
| GENERAL MILLS, INCORPORATED | 21,962,000 |
| LIGGETT & MYERS TOBACCO COMPANY | 10,102,000 |
| THE NESTLE COMPANY, INCORPORATED | 20,600,000 |
| PABST BREWING COMPANY | 21,962,000 |
| PLOUGH, INCORPORATED | 21,461,000 |

Already in 1958 more than 70 national advertisers have used MONITOR. MONITOR is vital, always on the move, going places faster than ever with audiences—and advertisers. You can go places, too, on... **MONITOR**

**THE WEEKEND RADIO SERVICE OF NBC RADIO**

# '57 Option Sales Set Record

DESPITE talk of demands for better gasoline mileage and greater economy of operation, American car buyers poured more money into optional equipment in 1957 than in any year in history.

Across the board, the trend was to more accessories to make driving easier and faster.

*Automatic transmissions were up in every price range and rose 4.06 percentage points over the entire industry; power steering was up 8.42 points; power brakes, 3.53 points; power antennas, 1.36 points; power windows, 1.01 points, and power seats, 0.10 points.*

To power this additional equipment, the buyer needed a more powerful engine, so it was natural that the V-8 power plant should show a gain in '57 over the smaller six-cylinder engine.

* * *

THE V-8 was installed in 82.52 percent of the 6,210,858 cars that rolled off the assembly lines during the 1957 model run, as compared with 80.98 percent of the 6,295,563 cars built during 1956.

*In contrast, the six-cylinder engine, whose use has declined rapidly since the introduction of the higher powered V-8 in both the low and medium priced lines, declined from 19.02 percent in 1956 to 17.48 last year.*

And with the purchase of more equipment that would make driving easier, more pleasurable and/or less fatiguing came a desire to own the more expensive, more lavishly designed prodigy of U. S. car designers—the hardtop.

* * *

THE hardtop, whose rise in buyer popularity has been sensational in the postwar era, finally took over the top spot in customer preference in 1957, as it captured 33.91 percent of total factory sales.

That's a 2.69 percentage-point gain over 1956 and a 6.53 point increase over the biggest sales year in automotive history, 1955.

*The four-door sedan, which until last year always captured the most sales, fell from 34.62 percent of total factory sales in 1956 to 31.92 in 1957. And its loss from 1955 was 6.51 percentage points—second only to the two-door sedan in loss of popularity.*

The two-door sedan fell off from 19.34 percent of total factory sales in 1956 to 14.62 percent in 1957, while its loss from 1955 was 6.56 points.

Also gaining more popularity with the buying public was the station wagon, which climbed from 9.59 percent of total factory sales in 1955 to 10.98 percent in 1956, and 14.57 percent in 1957.

* * *

THE convertible also showed signs of making greater strides in customer preference in 1957, as it captured 4.66 percent of total factory sales, compared with 3.42 percent in 1956, and 3.03 percent in 1955.

The business coupe, which has shown a rapid decline in recent years, made its best showing since 1954 as it captured 0.23 percent of total factory sales in 1957. In 1956, this model car gained only 0.18 percent of sales, while in 1955 it captured 0.18 percent. In 1954, it took 0.30 percent of factory sales.

*The chassis group, which consists of frames used in the construction of school buses, hearses, ambulances, etc., accounted for 0.09 percent of factory sales in 1957—lowest percentage it has garnered in the postwar era.*

Biggest gain of any power option in 1957 was scored by power steering, which appeared on 2,215,203 cars assembled, or 35.67 percent of total factory output.

A year earlier, power steering was installed on 1,715,784 cars, or 27.25 percent of output.

* * *

POWER seats were installed on 418,198 cars in 1957, or 6.73 percent of total output. They were mounted on 417,692 cars in 1956, or 6.63 percent of overall assemblies.

Automatic windows appeared on 7.56 percent, or 389,853 cars, in the '57 model run, compared with 6.55 percent on 309,798 units in '56.

*Power brakes appeared on 27.80 percent of all cars produced in 1957, compared with 24.27 percent in 1956; showed their greatest gain in the medium-price class.*

Power antennas were mounted on 389,853 cars built during the 1957 model run for a percentage of 6.28. In 1956, the percentage was 4.92 on 309,798 cars.

* * *

AUTOMATIC transmissions were installed on 4,915,468 cars in 1957, or 79.14 percent of total output. In 1956, a total of 4,726,866 automatics were installed, accounting for 75.08 percent of overall production.

*A breakdown of power installations by price classes is shown on this page.*

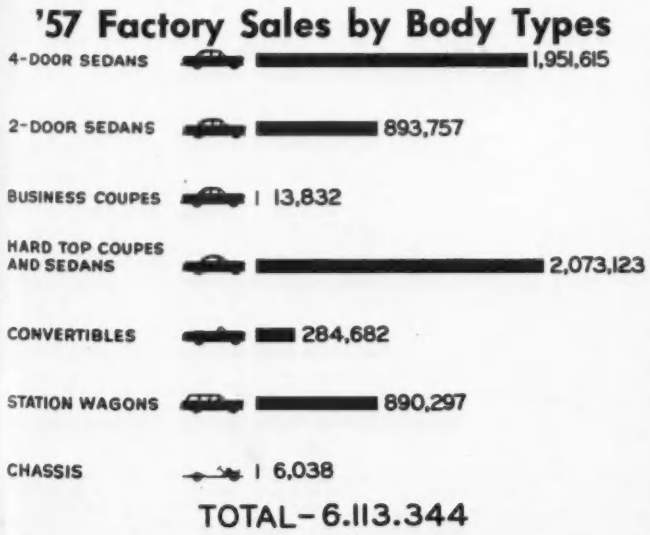
The low-price class includes Chevrolet, Ford, Plymouth, Rambler and Studebaker; the medium-price class, Buick, Chrysler, DeSoto, Dodge, Hudson, Mercury, Nash, Oldsmobile, Pontiac and Packard, and the high-price class, Cadillac, Continental, Imperial, Lincoln.

***Sedans Lose in Customer Preference . . .***

## Hardtops Take Over Top Spot

| | Pct. of 1957 Factory Sales | Pct. of 1956 Factory Sales | Pct. Pt. Change, 1956-57 | Pct. of 1955 Factory Sales | Pct. Pt. Change, 1955-56 | Pct. Pt. Change, 1955-57 |
|---|---|---|---|---|---|---|
| Hardtop Coupes, Sedans | 33.91 | 31.22 | +2.69 | 27.38 | +3.84 | +6.53 |
| 4-door Sedans | 31.92 | 34.62 | —2.70 | 38.43 | —3.81 | —6.51 |
| 2-door Sedans | 14.62 | 19.34 | —4.72 | 21.18 | —1.84 | —6.56 |
| Station Wagons | 14.57 | 10.98 | +3.59 | 9.59 | +1.39 | +4.98 |
| Convertibles | 4.66 | 3.42 | +1.24 | 3.03 | +0.39 | +1.63 |
| Business Coupes | 0.23 | 0.18 | +0.05 | 0.17 | +0.01 | +0.06 |
| Chassis | 0.09 | 0.24 | —0.15 | 0.22 | +0.02 | —0.13 |
| TOTAL | 100.00 | 100.00 | ..... | 100.00 | ..... | ..... |

## '57 Factory Sales by Body Types




SOURCE: AUTOMOBILE MFRS. ASSN.
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***Power Equipment Continues Climb . . .***

## New-Car Options—'57 vs. '56

**(Industry Breakdown)**

| Equipment: | No. of Units on '57 Models | Pct. of Total Output, '57 Models | No. of Units on '56 Models | Pct. of Total Output, '56 Models | Pct. Pt. Change Between '57-'56 Models | Pct. Pt. Change Over 7 Years, '50-'57 |
|---|---|---|---|---|---|---|
| Automatic Trans. | 4,915,468 | 79.14 | 4,726,866 | 75.08 | +4.06 | +54.29 |
| Power Steering | 2,215,203 | 35.67 | 1,715,784 | 27.25 | +8.42 | +35.30* |
| Power Brakes | 1,727,165 | 27.80 | 1,528,071 | 24.27 | +3.53 | +27.01** |
| Power Seats | 418,193 | 6.73 | 417,692 | 6.63 | +0.10 | + 6.34 |
| Power Windows | 469,866 | 7.56 | 412,448 | 6.55 | +1.01 | + 7.02 |
| Power Antennas | 389,853 | 6.28 | 309,798 | 4.92 | +1.36 | + 5.62*** |
| 8-Cylinder Engines | 5,125,430 | 82.52 | 5,097,983 | 80.98 | +1.54 | +39.31 |
| 6-Cylinder Engines | 1,085,428 | 17.48 | 1,197,647 | 19.02 | —1.54 | —39.31 |

*Percentage-point change for power steering dates from 1951, the first year it was offered.

**Percentage-point change for power brakes dates from 1952, the first year it was offered.

***Percentage-point change for power antennas dates from 1952, the first year the electrically-operated type was offered.

## Low-Priced Lines

| Equipment: | Pct. of Industry Output, '57 Model | Pct. of Class Output, '57 Model | Pct. of Industry Output, '56 Model | Pct. of Class Output, '56 Model | Pct. Pt. Change Between '57 & '56 Industry Output | Pct. Pt. Change Between '57 & '56 Class Output |
|---|---|---|---|---|---|---|
| Automatic Trans. | 44.91 | 69.20 | 36.07 | 60.55 | +8.84 | +8.65 |
| Power Steering | 12.78 | 19.70 | 6.95 | 11.66 | +5.83 | +8.04 |
| Power Brakes | 6.57 | 10.12 | 3.59 | 6.02 | +2.98 | +4.10 |
| Power Seats | 0.68 | 1.05 | 0.39 | 0.66 | +0.29 | +0.39 |
| Power Windows | 0.75 | 1.15 | 0.45 | 0.76 | +0.30 | +0.39 |
| Power Antennas | 0.24 | 0.37 | — | — | +0.24 | +0.37 |
| 8-Cylinder Engines | 47.73 | 73.55 | 41.31 | 69.33 | +6.42 | +4.22 |
| 6-Cylinder Engines | 17.17 | 26.45 | 18.26 | 30.67 | —1.09 | —4.22 |

Low-priced lines include Chevrolet, Ford, Plymouth, Rambler and Studebaker.

## Medium-Priced Lines

| Equipment: | Pct. of Industry Output, '57 Model | Pct. of Class Output, '57 Model | Pct. of Industry Output, '56 Model | Pct. of Class Output, '56 Model | Pct. Pt. Change Between '57 & '56 Industry Output | Pct. Pt. Change Between '57 & '56 Class Output |
|---|---|---|---|---|---|---|
| Automatic Trans. | 30.62 | 97.26 | 35.55 | 96.16 | —4.93 | + 1.10 |
| Power Steering | 19.28 | 61.21 | 16.84 | 45.56 | +2.44 | +15.65 |
| Power Brakes | 17.62 | 55.98 | 17.23 | 46.62 | +0.39 | + 9.36 |
| Power Seats | 3.57 | 11.35 | 3.79 | 10.25 | —0.22 | + 1.10 |
| Power Windows | 3.81 | 12.12 | 3.30 | 8.91 | +0.51 | + 3.21 |
| Power Antennas | 2.43 | 7.70 | 2.29 | 6.19 | +0.14 | + 1.51 |
| 8-Cylinder Engines | 31.18 | 99.02 | 36.21 | 97.95 | —5.03 | + 1.07 |
| 6-Cylinder Engines | 0.31 | 0.98 | 0.76 | 2.05 | —0.45 | — 1.07 |

Medium-priced lines include Buick, Chrysler, DeSoto, Dodge, Hudson, Mercury, Nash, Oldsmobile, Pontiac and Packard.

## High-Priced Lines

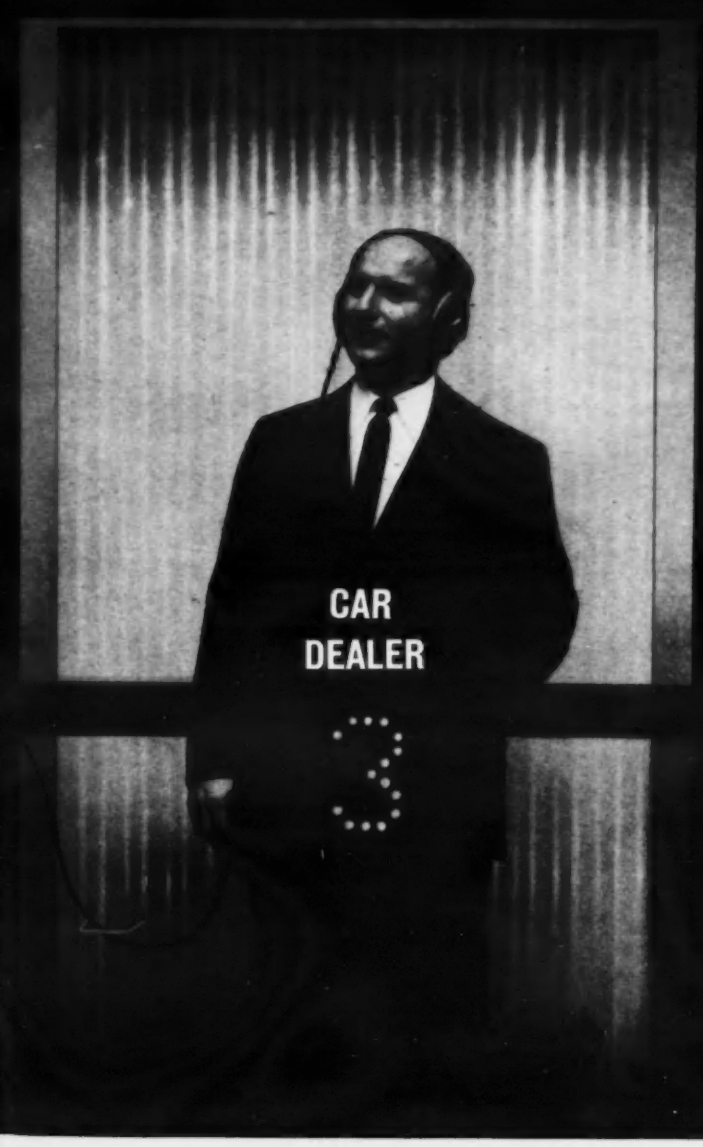
| Equipment: | Pct. of Industry Output, '57 Model | Pct. of Class Output, '57 Model | Pct. of Industry Output, '56 Model | Pct. of Class Output, '56 Model | Pct. Pt. Change Between '57 & '56 Industry Output | Pct. Pt. Change Between '57 & '56 Class Output |
|---|---|---|---|---|---|---|
| Automatic Trans. | 3.61 | 100.00 | 3.46 | 100.00 | +0.15 | — |
| Power Steering | 3.61 | 100.00 | 3.46 | 100.00 | +0.15 | — |
| Power Brakes | 3.61 | 100.00 | 3.45 | 99.63 | +0.16 | + 0.37 |
| Power Seats | 2.48 | 68.67 | 2.45 | 70.85 | +0.03 | — 2.18 |
| Power Windows | 3.00 | 83.08 | 2.80 | 80.90 | +0.20 | + 2.18 |
| Power Antennas | 3.61 | 100.00 | 2.63 | 76.00 | +0.98 | +24.00 |
| 8-Cylinder Engines | 3.61 | 100.00 | 3.46 | 100.00 | +0.15 | — |
| 6-Cylinder Engines | — | — | — | — | — | — |

High-priced lines include Cadillac, Continental, Imperial and Lincoln.

ALL THREE WERE ASKED

TH

THE BIG MEDIA QUESTION




# ALL THREE ANSWERED: TV SELLS CARS BEST!

Dealers, showroom shoppers and actual car purchasers attest that television does the best job of creating customers and making sales. An NBC-Advertest media survey of these groups reveals:

* Television is the most effective advertising medium for reaching prospects, informing them, and bringing them into the showroom.

* Viewers of a TV program are more likely to visit the sponsor's showroom than are non-viewers . . . the more they view, the more likely they are to actually buy the sponsor's make.

* In media preference, television was chosen over newspapers 2 to 1, over magazines 4 to 1.

*Now a new study has been made,* and first findings are being developed. Here are two highlights:

* Viewers of NBC automobile-sponsored programs are 45% "more interested" in car advertising than are non-viewers.

* Viewers of these NBC programs are 30% "more likely to buy" the advertised make during 1958 than are non-viewers.

On request, we'll be happy to send you the complete presentation of the original NBC-Advertest study, or information about the new survey.

**NBC TELEVISION NETWORK**

V32I3652
SUP APR 28 1958
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# Highlights of Auto Engineering in 1957

AIR suspension—the new Edsel—Lincoln's unitized body — more fuel injection — more powerful engines despite the AMA power ban—easing of the engineer shortage—dual headlights—non-slip differential—gas-economy trend—three-joint prop shaft—X-frame—aluminum brake drums—more gadgets—acrylic paints—GM's automatically-guided car.

Those are the major engineering and manufacturing developments of the past year. In some cases, these developments were completely new. In other cases, the developments represented items that were introduced in 1956 and extended to a significant proportion of the industry last year.

**Among the latter items were air suspension, fuel injection, dual headlights, non-slip differential, three-joint prop shaft, X-frame and acrylic paint.**

On the material front, there were more of the raw-material battles as the various industries and companies tried to shoulder each other out of the low-profit, high-volume automobile market.

Among these were the rayon vs. nylon (for tires) battle, the aluminum vs. stainless steel fight and the plastic vs. metal battle. Notably successful among these "crusaders" were the aluminum proponents, who reported that 29 percent more of their product was used on the '58 cars than was used on the '57 models.

* * *

BEHIND the scenes in the automobile industry last year and early this year, the engineers worked diligently to improve their current products and to develop new ones.

In many respects it was a frustrating year for the engineers, in that many of the future programs on which they worked were shelved—some for a limited time and some indefinitely. On many projects there were a series of "stops" and "gos" which baffled many engineers to the point that they didn't know where they stood.

**Among these projects were the small-car, rear-end transmission, brakes, engines, horns, central hydraulic system and the aluminum block.**

The decisions not to follow through on various engineering projects had a severe impact on the automotive tool and die industry, which experienced its worst six-month period in 20 years in the last half of 1957.

The abrupt dropoff from 1956—the best year in the history of the industry—was attributed to (1) the channeling of some tool and die business to foreign concerns, (2) the tendency of the auto makers to do more of this work in their own shops, (3) the increasing decentralization of the auto industry, (4) the growing trend to interchangeability, (5) the decrease of defense work, (6) the loss of business to unorganized, "alley" shops and—most importantly—to the lack of any major tool and die program by any of the Big Three divisions.

* * *

DURING the early part of 1958, there was a slight pickup in the machine tool end of the industry. This was a cause for some optimism, but it's possible that this represented only economy measures by some auto makers who were trying to cut their expenses further with more automation — or automatic transfer equipment.

A significant development in the die field in 1957 was that more and more people became disenchanted with the future of plastic dies for automotive manufacturing.

**Contributing to this trend was the tendency of the auto industry to seek more durable dies because of the increasing interchangeability and the construction of steel dies and presses that would perform several operations simultaneously or in quick succession.**

A significant development is that the auto makers told the tool and die shops that all outside work must be delivered no later than June 1, 1958—expiration date of the three-year contracts between the Big Three and the UAW.

During 1957, the automotive suppliers again had a difficult time in the high-volume, low-profit automobile field in which they compete not only against the most competitive supplier, but also against the auto makers themselves in many ways.

* * *

### *Suppliers Have Profitable Year*

A SYMPTOM of this situation was the near-collapse of the Automotive Parts Manufacturers Assn., following the declaration of several supplier organizations that they were going to withdraw.

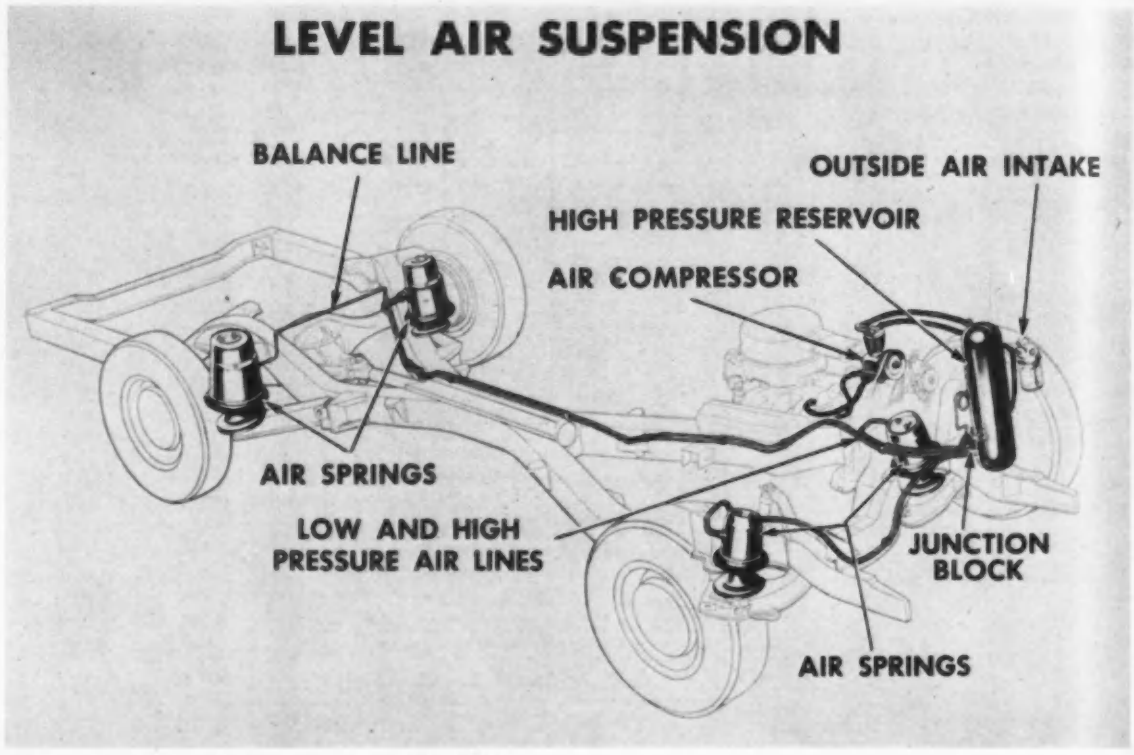
However, at the organization's annual meeting in January, 1958, it was decided that the organization would be continued, with reduced services and dues.

Nevertheless, many of the suppliers had very profitable years, particularly if they were able to sell to the 50 million or so cars in the vast U. S. aftermarket.

**Notable among these firms were the major tire companies, several of which began the development of huge Texas proving grounds. Firestone opened one of the nation's largest proving grounds and test tracks near Fort Stockton, Tex., last fall.**

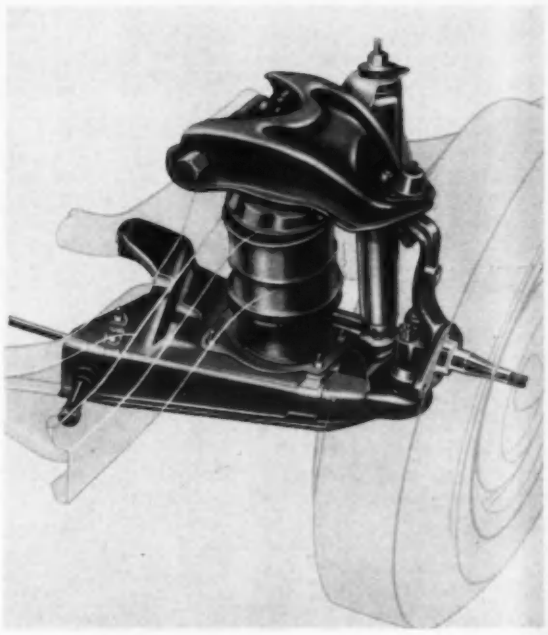
Last year the tire companies were also busy in their efforts to develop a tire that would eliminate the

(Continued on Next Page)



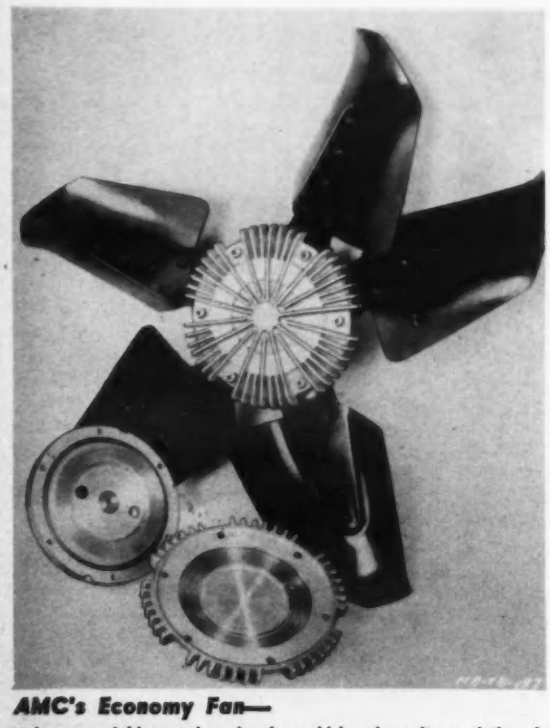

***Chevrolet Offers Air Suspension on '58 Models—***

A schematic drawing of Chevrolet's Level Air suspension which was brought out last fall. The principal advantages of this system and similar systems is that they offer variable-rate springing and constant levelling. To make this system interchangeable with the regular springing, Chevrolet went to coil springs for regular equipment.



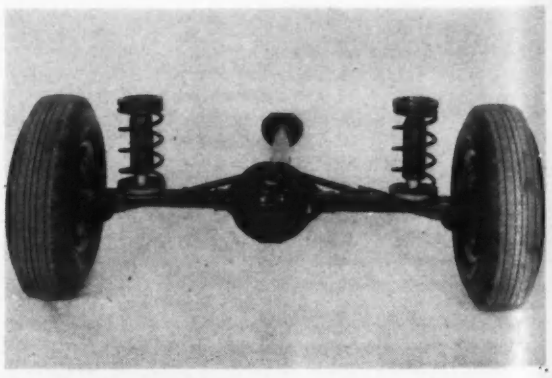
***Ford's Air Suspension—***

Here's a drawing of an air spring in the Ford-Aire suspension system, which was offered on '58 Fords as an extra. This system gives fast levelling through the operation of the door courtesy lights, which actuates two front and one rear levelling valves.



***AMC's Economy Fan—***

A new variable-speed engine fan, which reduces its revolutions in relation to the car's speeds, was offered on the '58 Rambler. This device cuts fan noise as well as the power required. Mercury introduced a similar device on its '58 models.



***Air Coil Suspension—***

A compromise rear-wheel air suspension system—Air Coil Ride—was introduced by AMC last fall for the Rambler. It combines air bellows and long coil springs.

(Continued from Previous Page)

spare and in the development of the low-profile tire for further lowness.

* * *

TO HELP improve relations with their suppliers last year, both Ford Motor Co. and Chrysler Corp. named directors of supplier relations.

While Chrysler's director of supplier relations will act as an umpire in all company-supplier disputes, the Ford official will be in a less strong position, in that all disputes are still settled by the supplier and the division involved.

**Responsible for the failure to follow through on engineered projects were the darkened economic picture and the reduced auto sales which became apparent in the late fall of 1957. Veteran observers said seldom had the top management of the auto companies moved so fast to prevent their financial statements from looking too bleak.**

This rapid action was also largely responsible for converting the automotive engineering manpower situation from one of shortage to abundance. Hundreds of engineers found themselves "available." Particularly affected were Ford Motor Co. engineers after the merger of the Mercury, Edsel and Lincoln divisions into the M-E-L division.

Also contributing to the reversal of the demand for engineers was the collapse in demand in the aircraft industry, following the developmental cutback in this industry.

* * *

ANOTHER factor indirectly contributing to the engineering "stops" and "goes" and to the demand for engineers is the impact of the foreign car sales which reached an alltime high in 1957.

Many automobile men feel that this is chiefly a tacit protest by the American public against the high initial and operational cost of the U. S. car.

So why rush to develop more options such as acrylic paints, bigger engines, air suspension and other power options which add hundreds of dollars more to the cars' initial cost and running expense? the auto men apparently reasoned.

**A good possibility is that 1957 may go down in history as the year of engineering "turnaround," in that the auto makers offered a few items and began the development of many items which will enable the car buyer to cut his operating expenses, rather than increase them.**

Among these features on the '58 cars are Oldsmobile's Econ-O-Way carburetor, the Econo-Choke on the Chrysler Corp. cars, the new Cadillac camshaft and the variable-speed fan on the Rambler and Mercury. This fan disengages when the car reaches such a speed that the normal rush of air is sufficient to cool the water in the radiator. This reduces the drag on the engine and produces a small fuel economy.

Because the central hydraulic system could offer substantial gas savings, it is a good bet for the future. This system stores in a chamber the excess energy produced by a rolling car. This energy would then be available for most of the components now activated by the battery.

* * *

### *Air Suspension Systems*

THE year 1957 is also significant in that it was the first year in which the huge GM Tech Center in

# Putting Spotlight On 1957 Auto Engineering

Warren, Mich., had an important impact on the consumer car market.

Many objective observers feel that GM's air suspension system, which was basically developed by Tech Center engineers and then adapted for each of the five GM cars by the individual divisions, is the first of a stream of new developments that will emerge from the Tech Center. Cadillac first offered the system on its '57 Brougham.

Initially, the air springs produced a number of problems, some of which were manufacturing and some of which are built into the system. But these are slowly being overcome.

**And, while many people wonder if air suspension will permanently catch on in the auto industry, most engineers feel that it will be an important feature in the car of tomorrow because (1) of its constant leveling action, (2) its variable rate springs and (3) the frame raising feature now available in some systems.**

Standard springs on all '58 cars, having air suspension as an option, were coil springs which are interchangeable with the air springs.

Last year Lincoln began building cars at its new plant in Wixom, Mich., becoming the first Big Three car to employ unitized construction. It has been in use on American Motors cars for many years.

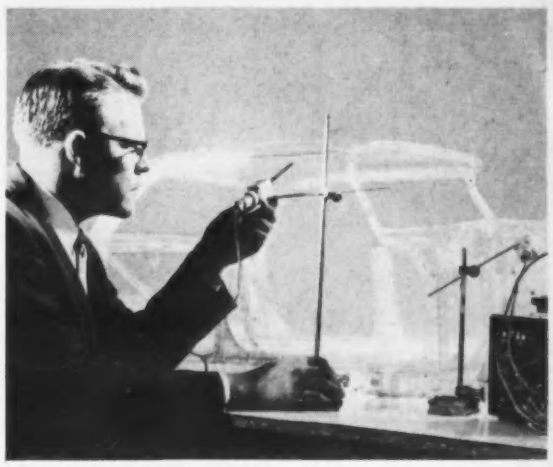
* * *

THE trend that has been most constant in the past few years—the trend to lowness—continued last year, with many car heights being reduced from one to two inches.

General Motors' cars made some progress in this direction last year. This was mainly accomplished by Chevrolet, Pontiac, Oldsmobile and Cadillac through the use of the three-joint prop shaft, which curves under the floor pan from the transmission to the differential.

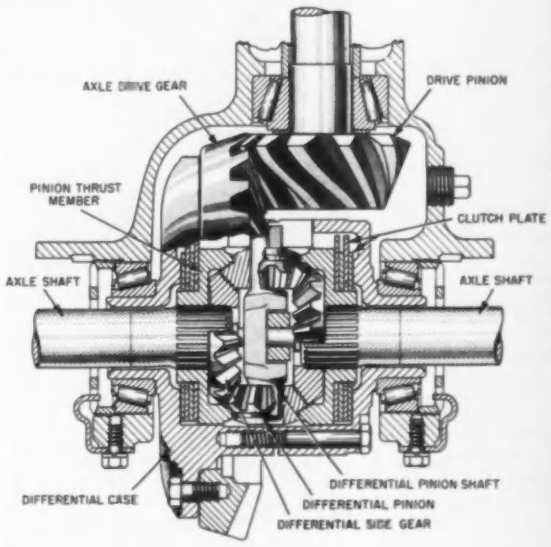
**Besides being somewhat costly, this prop shaft created more vibration and noise which were largely eliminated by a center bearing. Nevertheless, the three-joint shaft probably did pave the way for the future introduction of an inexpensive constant velocity universal joint, which will eliminate much of this excitation. Several automotive suppliers have recently developed such a universal joint.**

Dana Corp.'s limited slip differential, introduced first on the '56 Packard, continued to extend rapidly through the industry last year and now is available as an inexpensive option on all cars except Cadillac,



***Hidden Strength Search—***

Dale Leonhart, Chrysler Corp. engineer, uses a precise instrument on a six-foot transparent plastic model to measure the strength under a car's skin. Every ounce of weight applied on the plastic car is equal to 35 pounds of weight applied to its steel counterpart.




***Limited-Slip Differential—***

A drawing of the Sure-Grip differential, which became available as an option on all '58 Chrysler Corp. cars. This differential, developed and built by Dana Corp., sends the power to the rear wheel with the best traction. It is also available on the Chevrolet, Pontiac, Oldsmobile, Rambler, Studebaker, Packard and Lincoln.

Buick, Ford, Mercury and Edsel. This differential sends power to the wheel with the best traction.

Later in the year, Borg-Warner also introduced a limited-slip differential which was believed suitable for some of the rear ends which could not be mechanically adapted to Dana's Powr-Lok.

* * *

WHILE this new differential was roundly applauded at the Society of Automotive Engineers' meeting in March, it was also pointed out that there are some minor problems that must be worked out.

Among these are rear-end chatter on turns, the need for a precise type of lubricant for the unit and the danger involved when a mechanic attempts to balance the wheels.

Under some conditions, the unit tends to drive the car off the rack. This is partially handled by placing a tag on each car equipped with the limited-slip differential to notify the mechanic.

**Major steps in the frame field were made in 1957 by Chevrolet and Pontiac which followed the '57 Cadillac in switching from the ladder frame to the X-frame. This frame reportedly provides 30 percent more rigidity and permits greater lowness. Heavier longitudinal members in the body are provided to give the necessary protection to the passengers from side collisions.**

While two auto makers switched from 15 to 14-inch wheels to get their cars lower in 1957, there seemed little likelihood that any of the cars would go to smaller wheels in the immediate future.

As one GM engineer explained at the SAE's January meeting: "We got fooled the last time we reduced the wheel size. We made the wheels an inch smaller, but we didn't lower the cars an inch, or even a half inch because we had to go to bigger tires."

The major reason why wheels will probably not become smaller in the next couple of years is that any further reduction would require a reduction in the size

(Continued on Page 96)

***Ford Introduces a Retractable Hardtop—***

The Ford Skyliner, the industry's first retractable hardtop, was brought out in 1957 after years of development. It has all the elements of the real retractable—automatic operation, completely disappearing steel roof and two-seat design.

**"That man sure walks a lot for a car salesman!"**

**The mailman covers** a lot of new-car-sales territory for you—with every issue of TIME he delivers.

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THE WEEKLY NEWSMAGAZINE

a great advertising medium

# Major Specifications for 1958 U.S. Makes

(Copyright, 1958, by Automotive News)

| Make and Model | Dimensions | | | | | | | | | | Engine | | | | | Capacity | | Drive Unit | | Chassis | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Wheelbase (in.) | Unladen Weight (lbs.) | Headroom (in.) (front seat to headliner) | Legroom (in.) (front floor to front seat back) | Overall Length (in.) | Overall Width (in.) | Overall Height (in.) | Min. Road Clearance (in.) (rear axle) | Front Tread (in.) | Rear Tread (in.) | Type | Compression Ratio | Maximum BHP at RPM | Displacement (cubic in.) | Maximum Torque (in. ft. lbs.) at RPM | Gasoline Tank (gals.) | Cooling System (qts.) (minus heater) | Axle Ratio (standard) | Tire Size | Effective Brake Area (sq. in.) | Power Brakes | Power Steering | Turning Circle (dia. in ft.) |
| **BUICK** | | | | | | | | | | | | | | | | | | | | | | | |
| 40 Special | 122 | 4180 | 34.9 | 43.0 | 211.8 | 78.1 | 57.6 | 6.1 | 59.5 | 59.0 | 90° V | 9.5 | 250 @ 4400 | 364 | 380 @ 2400 | 20 | 16.5 | 3.23 | 7.10 x 15 | 218.03 | O | O | 43.2 |
| 60 Century | 122 | 4267 | 34.9 | 43.0 | 211.8 | 78.1 | 57.9 | 6.4 | 60.0 | 59.0 | 90° V | 10.0 | 300 @ 4600 | 364 | 400 @ 3200 | 20 | 16.5 | 3.23 | 7.60 x 15 | 218.03 | O | O | 43.2 |
| 50 Super | 127.5 | 4500 | 36.3 | 43.5 | 219.1 | 79.8 | 59.4 | 6.4 | 60.0 | 61.0 | 90° V | 10.0 | 300 @ 4600 | 364 | 400 @ 3200 | 20 | 16.5 | 3.23 | 7.60 x 15 | 218.03 | O | S | 44.5 |
| 75 RM | 127.5 | 4646 | 35.7 | 43.2 | 219.1 | 79.8 | 59.6 | 6.6 | 60.0 | 61.0 | 90° V | 10.0 | 300 @ 4600 | 364 | 400 @ 3200 | 20 | 16.5 | 3.23 | 8.00 x 15 | 218.03 | S | S | 44.5 |
| 700 Limited | 127.5 | 4700 | 35.7 | 43.2 | 227.1 | 79.8 | 59.6 | 6.6 | 60.0 | 61.0 | 90° V | 10.0 | 300 @ 4600 | 364 | 400 @ 3200 | 20 | 16.5 | 3.23 | 8.00 x 15 | 218.03 | S | S | 44.5 |
| **CADILLAC** | | | | | | | | | | | | | | | | | | | | | | | |
| 62 | 129.5 | 4675 | 35.0 | 45.0 | 216.8 | 80.0 | 59.1 | 6.4 | 61 | 61 | 90° V | 10.25 | 310 @ 4800 | 365 | 405 @ 3100 | 20 | 18.7 | 3.07 | 8.00 x 15 | 210.32 | S | S | 43.4 |
| 60 Fleetwood | 133 | 4930 | 33.9 | 45.0 | 225.3 | 80.0 | 59.1 | 6.4 | 61 | 61 | 90° V | 10.25 | 310 @ 4800 | 365 | 405 @ 3100 | 20 | 18.7 | 3.07 | 8.00 x 15 | 210.32 | S | S | 45.0 |
| 75 Fleetwood | 149.7 | 5425 | 36.6 | 43.6 | 237.1 | 80.0 | 61.6 | 7.2 | 61 | 61 | 90° V | 10.25 | 310 @ 4800 | 365 | 405 @ 3100 | 20 | 19.8 | 3.36 | 8.20 x 15 | 233.72 | S | S | 51.7 |
| **CHEVROLET** | | | | | | | | | | | | | | | | | | | | | | | |
| Del., Bis., B-A 6 | 117.5 | 3562 | 34.6 | 44.9 | 209.1 | 77.7 | 57.4 | 7.3 | 58.8 | 58.8 | inl. 6 ohv | 8.25 | 145 @ 4200 | 235 | 215 @ 2400 | 20 | 16 | 3.55 | 7.50 x 14 | 157 | O | O | 38.9 |
| Del., Bis., B-A 8* | 117.5 | 3588 | 34.6 | 44.9 | 209.1 | 77.7 | 57.4 | 7.3 | 58.8 | 58.8 | V-8 ohv | 8.5 | 185 @ 4600 | 283 | 275 @ 2400 | 20 | 16 | 3.55 | 7.50 x 14 | 157 | O | O | 38.9 |
| **CHRYSLER** | | | | | | | | | | | | | | | | | | | | | | | |
| Windsor | 122 | 3895 | 35.7 | 45.5 | 218.1 | 79.6 | 56.8 | 7.3 | 60.9 | 59.8 | V-8 ohv | 10.0 | 290 @ 4600 | 354 | 385 @ 2000 | 23 | 21 | 2.93 | 8.00 x 14 | 230 | O | O | 43.6 |
| Saratoga | 126 | 4120 | 35.7 | 45.5 | 220.2 | 79.6 | 57.0 | 7.6 | 60.9 | 59.8 | V-8 ohv | 10.0 | 310 @ 4600 | 354 | 405 @ 3200 | 23 | 21 | 2.93 | 8.50 x 14 | 251 | O | S | 46.9 |
| New Yorker | 126 | 4195 | 35.7 | 45.5 | 220.2 | 79.6 | 57.3 | 8.0 | 61.2 | 60.0 | V-8 ohv | 10.0 | 345 @ 4600 | 392 | 450 @ 2800 | 23 | 24 | 2.93 | 9.00 x 14 | 251 | O | S | 46.9 |
| Imperial | 129 | 4590 | 35.4 | 46.0 | 225.8 | 81.2 | 57.0 | 8.2 | 61.8 | 62.4 | V-8 ohv | 10.0 | 345 @ 4600 | 392 | 450 @ 2800 | 23 | 24 | 2.93 | 9.50 x 14 | 251 | S | S | 48.2 |
| **DeSOTO** | | | | | | | | | | | | | | | | | | | | | | | |
| Firesweep | 122 | 3660 | 35.7 | 45.5 | 216.5 | 78.3 | 56.7 | 5.6 | 60.9 | 59.8 | V-8 ohv | 10 | 280 @ 4600 | 350 | 380 @ 2400 | 20 | 16 | 3.91 | 8.00 x 14 | 230 | O | O | 43.7 |
| Firedome | 126 | 3855 | 35.7 | 45.5 | 218.6 | 78.3 | 57 | 5.5 | 60.9 | 59.8 | V-8 ohv | 10 | 295 @ 4600 | 361 | 390 @ 2400 | 23 | 16 | 3.91 | 8.50 x 14 | 251 | O | O | 46.9 |
| Fireflite | 126 | 3990 | 35.7 | 45.5 | 218.6 | 78.3 | 57 | 5.5 | 60.9 | 59.8 | V-8 ohv | 10 | 305 @ 4600 | 361 | 400 @ 2800 | 23 | 16 | 3.31 | 8.50 x 14 | 251 | O | O | 46.9 |
| **DODGE** | | | | | | | | | | | | | | | | | | | | | | | |
| Coronet 6 | 122 | 3410 | 35.7 | 45.5 | 213.8 | 78.2 | 56.6 | 5.4 | 61.4 | 60.1 | Inl. 6 L | 8.0 | 138 @ 4000 | 230 | 208 @ 1600 | 20 | 13 | 3.91 | 7.50 x 14 | 207 | O | O | 46.2 |
| Coronet V-8* | 122 | 3555 | 35.7 | 45.5 | 213.8 | 78.2 | 56.6 | 5.4 | 61.4 | 60.2 | V-8 ohv | 9.0 | 252 @ 4400 | 325 | 345 @ 2400 | 20 | 20 | 3.54 | 7.50 x 14 | 230 | O | O | 46.2 |
| Royal V-8* | 122 | 3570 | 35.7 | 45.5 | 213.8 | 78.2 | 56.8 | 5.6 | 60.9 | 59.8 | V-8 ohv | 9.0 | 265 @ 4400 | 325 | 355 @ 2800 | 20 | 20 | 3.54 | 8.00 x 14 | 230 | O | O | 46.2 |
| Cust.Royal V-8* | 122 | 3640 | 35.7 | 45.5 | 213.8 | 78.2 | 56.8 | 5.6 | 60.9 | 59.8 | V-8 ohv | 10.0 | 295 @ 4600 | 350 | 385 @ 2800 | 20 | 16 | 3.31 | 8.00 x 14 | 230 | O | O | 46.2 |
| **EDSEL** | | | | | | | | | | | | | | | | | | | | | | | |
| Ranger | 118.04 | 3805 | 33.8 | 43.1 | 213.2 | 78.8 | 56.4 | 7.37 | 59.4 | 59.0 | 90° V-8 ohv | 10.5 | 303 @ 4600 | 361 | 400 @ 2800 | 20 | 18.5 | 3.56 | 8.00 x 14 | 173 | O | O | 41.7 |
| Pacer | 118.04 | 3826 | 33.2 | 43.1 | 213.2 | 78.8 | 56.4 | 7.37 | 59.4 | 59.0 | 90° V-8 ohv | 10.5 | 303 @ 4600 | 361 | 400 @ 2800 | 20 | 18.5 | 3.56 | 8.00 x 14 | 173 | O | O | 41.7 |
| Corsair | 124.05 | 4235 | 33.9 | 44.2 | 218.9 | 79.8 | 56.8 | 7.64 | 59.4 | 59.0 | 90° V-8 ohv | 10.5 | 345 @ 4600 | 410 | 475 @ 2900 | 20 | 22 | 2.91 | 8.50 x 14 | 205.3 | O | O | 43.2 |
| Citation | 124.05 | 4230 | 33.9 | 44.2 | 218.9 | 79.8 | 56.8 | 7.64 | 59.4 | 59.0 | 90° V-8 ohv | 10.5 | 345 @ 4600 | 410 | 475 @ 2900 | 20 | 22 | 2.91 | 8.50 x 14 | 205.3 | O | O | 43.2 |
| **FORD** | | | | | | | | | | | | | | | | | | | | | | | |
| Cust. 300-6 | 116 | 3189 | 34.8 | 43.2 | 202 | 78 | 57.1 | 7.1 | 59.0 | 56.4 | Inl. 6 ohv | 8.6 | 145 @ 4200 | 223 | 212 @ 2100 | 20 | 15 | 3.70 | 7.50 x 14 | 180.4 | O | O | |
| FL., FL. 500-6 | 118 | 3322 | 33.9 | 43.2 | 207 | 78 | 56.2 | 7.1 | 59.0 | 56.4 | Inl. 6 ohv | 8.6 | 145 @ 4200 | 223 | 212 @ 2100 | 20 | 15 | 3.70 | 7.50 x 14 | 180.4 | O | O | |
| Cust., 300-8* | 116 | 3301 | 34.8 | 43.2 | 202 | 78 | 57.1 | 7.1 | 59.0 | 56.4 | V-8 ohv | 9.1 | 205 @ 4500 | 292 | 295 @ 2400 | 20 | 19 | 3.56 | 7.50 x 14 | 180.4 | O | O | |
| FL., FL. 500-8* | 118 | 3459 | 33.9 | 43.2 | 207 | 78 | 56.2 | 7.1 | 59.0 | 56.4 | V-8 ohv | 9.1<br>9.5<br>10.2 | 205 @ 4500<br>240 @ 4600<br>300 @ 4600 | 292<br>332<br>352 | 295 @ 2400<br>340 @ 2400<br>395 @ 2800 | 20 | 19 | 3.56 | 7.50 x 14 | 180.4 | O | O | |
| **LINCOLN** | | | | | | | | | | | | | | | | | | | | | | | |
| Capri | 131 | 4940 | 35.0 | 44.4 | 229 | 80.1 | 56.5 | 7.6 | 61.0 | 61.0 | V-8 ohv | 10.5 | 375 @ 4800 | 430 | 490 @ 3100 | 22 | 23 | 2.87 | 9.00 x 14 | 262 | S | S | 43.6 |
| Premiere | 131 | 5050 | 35.0 | 44.4 | 229 | 80.1 | 56.5 | 7.6 | 61.0 | 61.0 | V-8 ohv | 10.5 | 375 @ 4800 | 430 | 490 @ 3100 | 22 | 23 | 2.87 | 9.00 x 14 | 262 | S | S | 43.6 |
| Continental | 131 | 5020 | 35.0 | 44.4 | 229 | 80.1 | 56.5 | 7.6 | 61.0 | 61.0 | V-8 ohv | 10.5 | 375 @ 4800 | 430 | 490 @ 3100 | 22 | 23 | 2.87 | 9.00 x 14 | 262 | S | S | 43.6 |
| **MERCURY** | | | | | | | | | | | | | | | | | | | | | | | |
| Medalist | 122 | 3875 | 34 | 44.1 | 213.2 | 81.1 | 56.6 | 7.3 | 59.4 | 59 | V-8 ohv | 9.7 | 235 @ 4600 | 312 | 325 @ 2600 | 20 | 20 | 3.56 | 7.50 x 14 | 162.7 | O | O | 42.54 |
| Monterey* | 122 | 4138 | 33.9 | 44.2 | 213.2 | 81.1 | 56.5 | 7.3 | 59.4 | 59 | V-8 ohv | 10.5 | 312 @ 4600 | 383 | 405 @ 2900 | 20 | 21 | 3.56 | 8.00 x 14 | 205.22 | O | O | 42.54 |
| Montclair* | 122 | 4180 | 33.9 | 44.2 | 213.2 | 81.1 | 56.5 | 7.3 | 59.4 | 59 | V-8 ohv | 10.5 | 330 @ 4800 | 383 | 425 @ 3000 | 20 | 21 | 2.69 | 8.00 x 14 | 205.22 | O | O | 42.54 |
| Park Lane* | 125 | 4359 | 34 | 44.1 | 220.2 | 81.1 | 56.8 | 7.6 | 59.4 | 59 | V-8 ohv | 10.5 | 360 @ 4800 | 430 | 480 @ 3000 | 20 | 21 | 2.91 | 8.50 x 14 | 205.2 | S | S | 42.54 |
| **OLDSMOBILE** | | | | | | | | | | | | | | | | | | | | | | | |
| Dynamic 88* | 122.5 | 3984 | 35.1 | 44.0 | 208.2 | 78.5 | 56.97 | 6.9 | 59 | 58 | V-8 ohv | 10.0 | 265 @ 4400 | 371 | 390 @ 2400 | 20 | 20 | 3.64 | 8.50 x 14 | 191.7 | O | O | 42 |
| Super 88* | 122.5 | 4007 | 34.6 | 43.8 | 208.2 | 78.5 | 56.97 | 6.9 | 59 | 58 | V-8 ohv | 10.0 | 305 @ 4600 | 371 | 410 @ 2800 | 20 | 20 | 3.64 | 8.50 x 14 | 191.7 | O | O | 42 |
| 98* | 126.5 | 4007 | 34.6 | 43.8 | 216.7 | 78.5 | 56.97 | 6.9 | 59 | 58 | V-8 ohv | 10.0 | 305 @ 4600 | 371 | 410 @ 2800 | 20 | 20 | 3.42 | 8.50 x 14 | 191.7 | S | S | 43 |
| **PACKARD** | | | | | | | | | | | | | | | | | | | | | | | |
| Sedan | 120.5 | 3505 | 36.0 | 43 | 213.2 | 76.9 | 57.5 | 8.0 | 57.1 | 56.1 | V-8 ohv | 8.3 | 225 @ 4500 | 289 | 305 @ 3000 | 18 | 17 | 3.31 | 8.00 x 14 | 172.4 | S | O | 41 |
| Hawk | 120.5 | 3470 | 35.5 | 44 | 205.1 | 72.6 | 54.75 | 8.0 | 57.1 | 56.1 | V-8 ohv | 7.8 | 275 @ 4800 | 289 | 333 @ 3200 | 18 | 17 | 3.31 | 8.00 x 14 | 172.4 | S | O | 41 |
| **PLYMOUTH** | | | | | | | | | | | | | | | | | | | | | | | |
| Pl., Sav., Bel. 6 | 118 | 3265 | 35.7 | 45.5 | 204.6 | 78.2 | 56.5 | 5.2 | 59.6 | 60.1 | Inl. 6 L | 8.0 | 132 @ 3600 | 230 | 205 @ 1200 | 20 | 13 | 3.73 | 7.50 x 14 | 184 | O | O | 42.5 |
| Pl., Sav., Bel. 8* | 118 | 3432 | 35.7 | 45.5 | 204.6 | 78.2 | 56.6 | 5.3 | 59.6 | 60.1 | V-8 ohv | 9.0 | 225 @ 4400 | 318 | 330 @ 2800 | 20 | 20 | 3.54 | 7.50 x 14 | 184 | O | O | 42.5 |
| Fury* | 118 | 3480 | 33.7 | 45.5 | 206.1 | 79.1 | 53.5 | 5.0 | 59.6 | 60.1 | V-8 ohv | 9.25 | 290 @ 5200 | 318 | 330 @ 3600 | 20 | 20 | 3.54 | 8.00 x 14 | 184 | O | O | 42.5 |
| **PONTIAC** | | | | | | | | | | | | | | | | | | | | | | | |
| Chieftain* | 122 | 3850 | 35 | 44.7 | 210.5 | 77.4 | 57 | 6.6 | 58.8 | 59.4 | 90° V-8 | 10.1 | 270 @ 4600 | 370 | 388 @ 2800 | 20 | 21.2 | 3.23 | 8.00 x 14 | 178 | O | O | — |
| Super Chief* | 124 | 3885 | 35 | 44.5 | 215.5 | 77.4 | 57 | 6.6 | 58.8 | 59.4 | 90° V-8 | 10.1 | 270 @ 4600 | 370 | 388 @ 2800 | 20 | 21.2 | 3.23 | 8.00 x 14 | 178 | O | O | — |
| Star Chief* | 124 | 3950 | 35 | 44.5 | 215.5 | 77.4 | 57 | 6.6 | 58.8 | 59.4 | 90° V-8 | 10.1 | 285 @ 4600 | 370 | 395 @ 2800 | 20 | 21.2 | 3.23 | 8.00 x 14 | 178 | O | O | — |
| Bonneville* | 122 | 3825 | 35 | 44.5 | 211.7 | 77.4 | 55.6 | 6.6 | 58.8 | 59.4 | 90° V-8 | 10.1 | 285 @ 4600 | 370 | 395 @ 2800 | 20 | 21.2 | 3.23 | 8.00 x 14 | 178 | O | O | — |
| **RAMBLER** | | | | | | | | | | | | | | | | | | | | | | | |
| American 6 | 100 | 2463 | 35.2 | 44 | 178.3 | 73 | 57.3 | 7.7 | 54.6 | 55 | Inl. 6 ohv | 8.0 | 90 @ 3800 | 195.6 | 150 @ 1600 | 20 | 10 | 3.78 | 5.90 x 15 | 139 | NA | NA | 36 |
| Rambler 6 | 108 | 2960 | 36.0 | 43 | 191.1 | 72.2 | 58 | 7.5 | 57.7 | 58 | Inl. 6 ohv | 8.7 | 127 @ 4200 | 195.6 | 180 @ 1600 | 20 | 10 | 3.78 | 6.40 x 15 | 150 | O | O | 37.2 |
| Rambler 8 | 108 | 3300 | 36.0 | 43 | 191.1 | 72.2 | 57.8 | 7.3 | 58.7 | 59.1 | V-8 ohv | 8.7 | 215 @ 4900 | 250 | 260 @ 2500 | 20 | 20 | 4.10 | 7.50 x 14 | 159 | O | O | 37.7 |
| Ambassador 8 | 117 | 3456 | 36.0 | 43 | 200.1 | 72.2 | 57.6 | 6.9 | 57.7 | 59.1 | V-8 ohv | 9.7 | 270 @ 4700 | 327 | 360 @ 2600 | 20 | 19 | 4.10 | 8.00 x 14 | 159 | O | O | 39.7 |
| **STUDEBAKER** | | | | | | | | | | | | | | | | | | | | | | | |
| Scotsman | 116.5 | 2740 | 36 | 43 | 202.4 | 75.8 | 58 | 8 | 57.2 | 56.2 | Inl. 6 L | 7.8 | 101 @ 4000 | 185.6 | 152 @ 1800 | 18 | 11 | 3.54 | 6.40 x 15 | 147.4 | NA | NA | 39.5 |
| Champion | 116.5 | 2835 | 36 | 43 | 202.4 | 75.8 | 58.0 | 8 | 57.2 | 56.2 | Inl. 6 L | 7.8 | 101 @ 4000 | 185.6 | 152 @ 1800 | 18 | 11 | 4.10 | 6.40 x 15 | 147.4 | O | O | 39.5 |
| Commander | 116.5 | 3185 | 36 | 43 | 202.4 | 75.8 | 57.7 | 8 | 57.1 | 56.1 | V-8 ohv | 8.3 | 180 @ 4500 | 259.2 | 260 @ 2800 | 18 | 17 | 3.54 | 7.50 x 14 | 172.4 | O | O | 39.5 |
| President | 120.5 | 3365 | 36 | 43 | 206.4 | 75.8 | 57.7 | 8 | 57.1 | 56.1 | V-8 ohv | 8.3 | 225 @ 4500 | 289 | 305 @ 3000 | 18 | 17 | 3.54 | 8.00 x 14 | 172.4 | O | O | 41.0 |
| Silver Hawk 6 | 120.5 | 2810 | 35.5 | 44 | 204 | 71.3 | 54.7 | 8 | 57.2 | 56.2 | Inl. 6 L | 7.8 | 101 @ 4000 | 185.6 | 152 @ 1800 | 18 | 11 | 4.10 | 6.40 x 15 | 147.4 | O | O | 41.0 |
| Silver Hawk 8 | 120.5 | 3210 | 35.5 | 44 | 204 | 71.3 | 54.7 | 8 | 57.1 | 56.1 | V-8 ohv | 8.3 | 210 @ 4500 | 289 | 300 @ 2800 | 18 | 17 | 3.54 | 7.50 x 14 | 172.4 | O | O | 41.0 |
| Golden Hawk | 120.5 | 3470 | 35.5 | 44 | 204 | 71.3 | 54.7 | 8 | 57.1 | 56.1 | V-8 ohv | 7.8 | 275 @ 4800 | 289 | 333 @ 3200 | 18 | 17 | 4.09 | 8.00 x 14 | 172.4 | O | O | 41.0 |

NOTE: Under power brake and power steering, "O" refers to optional and "S" to standard equipment. NA means Not Available. *Other V-8 engine options available.

# There's no substitute for the FORGED crankshaft

*Crankshaft forgings illustrated, left to right, for V-8 passenger car, diesel truck and heavy tractor engines*

**Crankshafts have been made successfully by other methods of fabrication and have proven to be *good enough* for certain non-critical applications — but for maximum dependability of the modern, compact, high compression, high torque engine a forged crankshaft is essential.**

**The forging process assures, to the greatest degree possible, uniformity and predictability of physical properties with a minimum variance from piece to piece or from one location to another in the same piece.**

**Wyman-Gordon has been forging crankshafts since the beginning of the internal combustion engine era and today produces more crankshafts for a greater variety of applications than any other company in the world.**

**In a crankshaft there is no substitute for a forging, and in a forging there is no substitute for Wyman-Gordon quality and experience.**

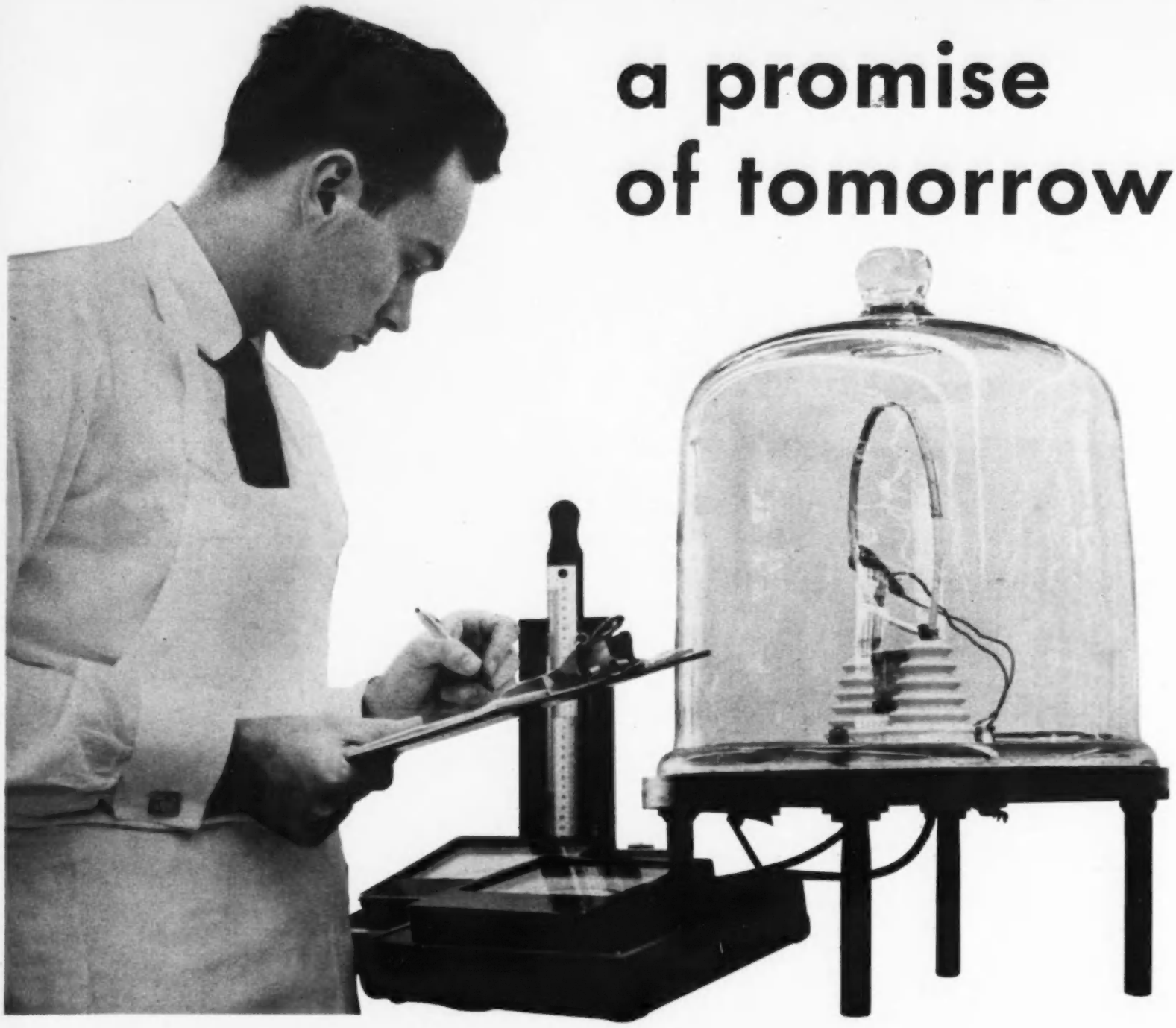
# WYMAN-GORDON COMPANY

*Established 1883*

WORCESTER 1, MASSACHUSETTS
HARVEY, ILLINOIS • DETROIT, MICHIGAN

FORGINGS OF ALUMINUM • MAGNESIUM • STEEL • TITANIUM

# a promise of tomorrow



## There's a promise of tomorrow in what Auto-Lite does today

The engineer shown here has just completed simulated high-altitude tests on a new shielded insulation that comes a step closer to meeting the needs of interplanetary travel.

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The attitude of quality today and even better products tomorrow is the operating theme behind 29 Auto-Lite plants in 23 communities throughout the United States and Canada. The high quality of more than 400 products made by Auto-Lite is a reflection of this attitude.

Whether it be intricate die castings, wire for modern aircraft, electrical equipment for the automotive industry, or any one of hundreds of other products . . . it serves best when it comes from Auto-Lite.

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SPARK PLUGS • BATTERIES • BUMPERS & GRILLES • GENERATORS • IGNITION UNITS
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LIGHTING UNITS • HORNS • AUTOMOTIVE FRACTIONAL MOTORS
PLASTICS • STARTING MOTORS • SPEEDOMETERS • SPEEDOMETER CABLE
SEAT AND WINDOW MOVING MECHANISMS • SWITCHES • WINDSHIELD WIPERS
WIRE & CABLE • GRAY IRON CASTINGS . . . ZINC AND ALUMINUM DIE CASTINGS

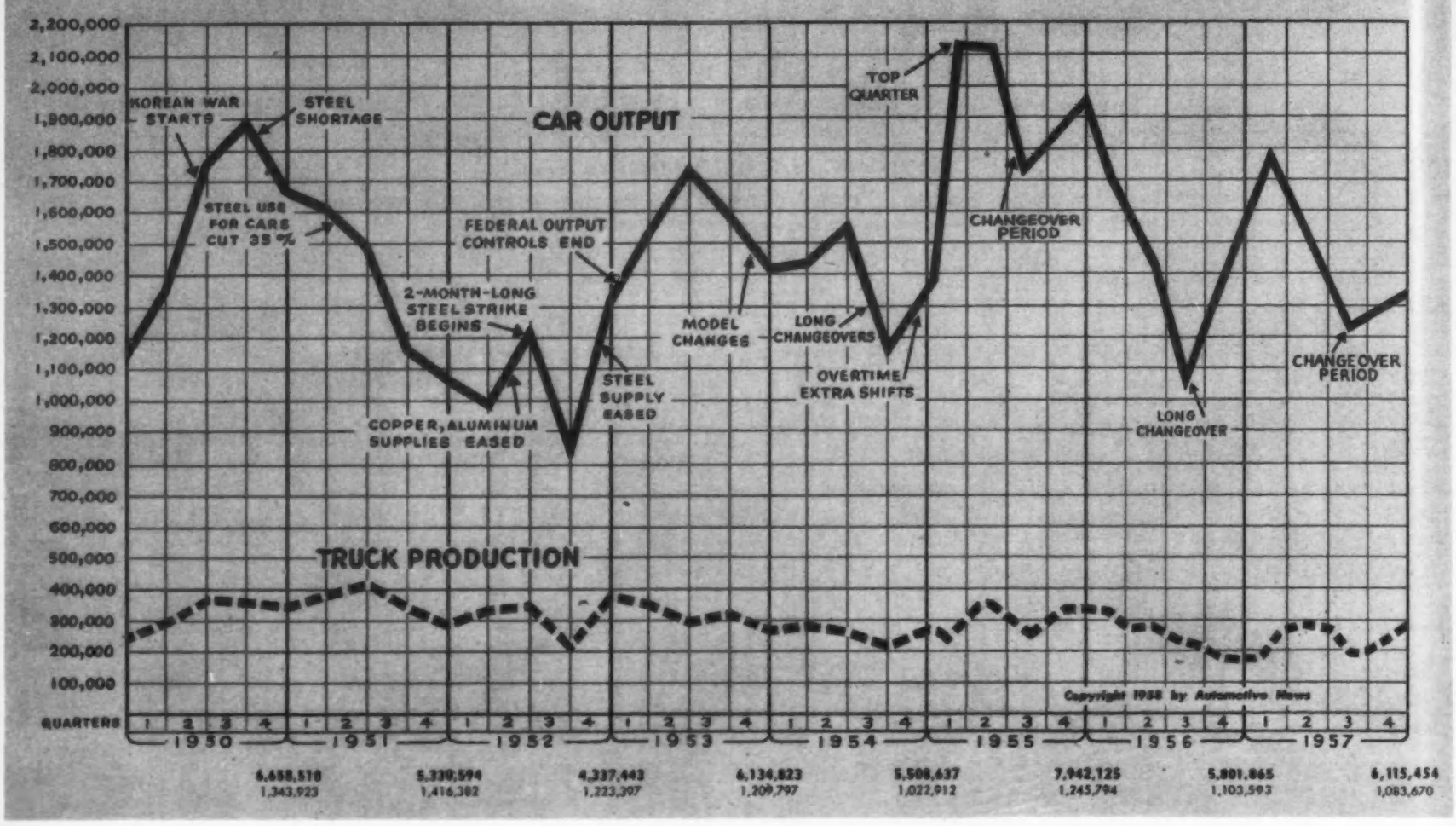
# Comparison: Advertised-Delivered Prices Of 1958 Automobiles

***(Copyright, 1958, by Automotive News)***

(This table is based on prices in effect Apr. 1, 1958, and rounded off to the nearest dollar. Each price includes the retail list price suggested by the factory, provision for Federal excise tax and suggested dealer delivery-and-handling charges. These prices do not include transportation costs, state and local taxes, optional equipment or any other charges that may be passed on to the retail buyer.)

| | 4-Door Sedan | 2-Door Sedan | 4-Door Hardtop | 2-Door Hardtop | Conv. | Station Wagon | Automatic Drive | Power Steering | Power Brakes | Additional Models |
|---|---|---|---|---|---|---|---|---|---|---|
| **BUICK** | | | | | | | | | | |
| Special | $2,700 | $2,636 | $2,820 | $2,744 | $3,041 | $3,145 | $220 | $108 | $40 | Special—4-dr., 2-seat hardtop stat. wag., $3,261. |
| Century | 3,316 | ..... | 3,436 | 3,368 | 3,680 | 3,831 | Std. | 108 | 40 | (Flight-pitch Dynaflow standard on Roadmaster 75 and Limited; $75 extra on |
| Super | ..... | ..... | 3,789 | 3,644 | ..... | ..... | Std. | Std. | 40 | Super and Century; $296 on Special.) |
| Roadmaster 75 | ..... | ..... | 4,667 | 4,557 | 4,680 | ..... | Std. | Std. | Std. | |
| Limited | ..... | ..... | 5,112 | 5,002 | 5,125 | ..... | Std. | Std. | Std. | |
| **CADILLAC** | | | | | | | | | | |
| Series 62 | ..... | ..... | 4,891 | 4,784 | 5,454 | ..... | Std. | Std. | Std. | Series 62—extended-deck 4-dr. hardtop, $5,079; Sedan de Ville 4-dr. hardtop, |
| Sixty Special | ..... | ..... | 6,232 | ..... | ..... | ..... | Std. | Std. | Std. | $5,497; Coupe de Ville 2-dr. hardtop, $5,251; Eldorado Seville 2-dr. hardtop, $7,500; |
| Series 75 | 8,460 | ..... | ..... | ..... | ..... | ..... | Std. | Std. | Std. | Eldorado Biarritz conv., $7,500. Series 75—limousine, $8,675. Eldorado Brougham—4-dr. hardtop, $13,074. |
| ***CHEVROLET** | | | | | | | | | | (*Prices are for six-cylinder models. For V-8s, add $107.) Delray—utility sed., $2,013. Bel Air—Impala 2-dr. hardtop, $2,586. |
| Delray | 2,155 | 2,101 | ..... | ..... | ..... | ..... | 188 | 70 | 38 | Station Wagons—2-dr. 2-seat Yeoman, $2,413; 4-dr. 2-seat Yeoman, $2,467; 4-dr. |
| Biscayne | 2,290 | 2,236 | ..... | ..... | ..... | ..... | 188 | 70 | 38 | 2-seat Brookwood, $2,571; 4-dr. 3-seat Brookwood, $2,678; 4-dr. 2-seat Nomad, |
| Bel Air | 2,440 | 2,386 | 2,511 | 2,447 | 2,734 | ..... | 188 | 70 | 38 | $2,728. |
| Corvette (V-8 Std.) | ..... | ..... | ..... | ..... | 3,631 | ..... | 188 | 70 | 38 | (Turboglide transmission—V-8 models only—$231.) |
| **CHRYSLER** | | | | | | | | | | |
| Windsor | 3,129 | ..... | 3,279 | 3,214 | ..... | 3,616 | 220 | 108 | 40 | Windsor—4-dr. 3-seat stat. wag., $3,803. New Yorker—4-dr. 3-seat stat. wag., |
| Saratoga | 3,818 | ..... | 3,955 | 3,878 | ..... | ..... | Std. | Std. | 40 | $5,083. |
| New Yorker | 4,295 | ..... | 4,404 | 4,347 | 4,761 | 4,868 | Std. | Std. | 40 | |
| 300-D | ..... | ..... | ..... | 5,173 | 5,603 | ..... | Std. | Std. | Std. | |
| **DeSOTO** | | | | | | | | | | |
| Firesweep | 2,819 | ..... | 2,953 | 2,890 | 3,219 | 3,266 | 180 | 106 | 39 | Firesweep—4-dr. 3-seat stat. wag., $3,408. Fireflite—4-dr. 3-seat stat. wag., |
| Firedome | 3,085 | ..... | 3,235 | 3,178 | 3,489 | ..... | 220 | 106 | 39 | $4,172. |
| Fireflite | 3,583 | ..... | 3,731 | 3,675 | 3,972 | 4,030 | Std. | 106 | 39 | (TorqueFlite transmission is $220 on Firesweep.) |
| Adventurer | ..... | ..... | ..... | 4,071 | 4,369 | ..... | Std. | 106 | Std. | |
| **DODGE** | | | | | | | | | | |
| Coronet Six | 2,530 | 2,449 | ..... | 2,572 | ..... | ..... | 180 | Not Offered | 38 | Station Wagons—2-dr. 2-seat Suburban, $2,970; 4-dr. 2-seat Sierra, $3,035; |
| Coronet V-8 | 2,637 | 2,556 | 2,764 | 2,679 | 2,942 | ..... | 180 | 92 | 38 | 4-dr. 3-seat Sierra, $3,176; 4-dr. 2-seat Custom Sierra, $3,212; 4-dr. 3-seat Custom |
| Royal V-8 | 2,797 | ..... | 2,915 | 2,854 | ..... | ..... | 220 | 92 | 38 | Sierra, $3,354. Regal Lancer—2-dr. hardtop, $3,245. |
| Custom Royal | 3,030 | ..... | 3,142 | 3,071 | 3,298 | ..... | 220 | 92 | 38 | (TorqueFlite transmission is $220 on Coronet V-8.) |
| **EDSEL** | | | | | | | | | | Station Wagons—2-dr. 2-seat Roundup, $2,876; 4-dr. 2-seat Villager, $2,933; |
| Ranger | 2,592 | 2,519 | 2,678 | 2,593 | ..... | ..... | 231 | 85 | 38 | 4-dr. 3-seat Villager, $2,990; 4-dr. 2-seat Bermuda, $3,190; 4-dr. 3-seat Bermuda, |
| Pacer | 2,735 | ..... | 2,863 | 2,805 | 3,028 | ..... | 231 | 85 | 38 | $3,247. |
| Corsair | ..... | ..... | 3,425 | 3,346 | ..... | ..... | Std. | 85 | 38 | |
| Citation | ..... | ..... | 3,615 | 3,535 | 3,801 | ..... | Std. | 85 | 38 | |
| ***FORD** | | | | | | | | | | (*Prices are for six-cylinder models. For V-8s, add: $107 for station wagons and |
| Custom 300 | 2,109 | 2,055 | ..... | ..... | ..... | ..... | 180 | 69 | 37 | Fairlane 500 sedans and hardtops; $108 for Fairlane sedans; $123 for Fairlane |
| Fairlane | 2,275 | 2,221 | 2,419 | 2,354 | ..... | ..... | 180 | 69 | 37 | hardtops; $137 for Custom 300.) |
| Fairlane 500 | 2,428 | 2,374 | 2,499 | 2,435 | 2,650 | ..... | 180 | 69 | 37 | Custom 300—business sed., $1,967. Fairlane 500—retractable hardtop (V-8 stand- |
| Thunderbird (V-8 std.) | ..... | ..... | ..... | 3,631 | ..... | ..... | 212 (Cruise-O-Matic) | 69 | 37 | ard), $3,163. |
| | | | | | | | | | | Station Wagons—2-dr. 2-seat Ranch Wagon, $2,397; 2-dr. 2-seat Rel Rio Ranch Wagon, $2,503; 4-dr. 2-seat Ranch Wagon, $2,451; 4-dr. 2-seat Country Sedan, $2,557; 4-dr. 3-seat Country Sedan, $2,664; 4-dr. 3-seat Country Squire, $2,794. |
| | | | | | | | | | | (Cruise-O-Matic transmission—332 and 352-cubic-inch engines only—is $209.) |
| **IMPERIAL** | | | | | | | | | | |
| Imperial | 4,945 | ..... | 4,945 | 4,839 | ..... | ..... | Std. | Std. | Std. | |
| Crown | 5,632 | ..... | 5,632 | 5,388 | 5,759 | ..... | Std. | Std. | Std. | |
| LeBaron | 5,969 | ..... | 5,969 | ..... | ..... | ..... | Std. | Std. | Std. | |
| **LINCOLN-CONTINENTAL** | | | | | | | | | | |
| Capri | 4,951 | ..... | 4,951 | 4,803 | ..... | ..... | Std. | Std. | Std. | |
| Premiere | 5,565 | ..... | 5,565 | 5,318 | ..... | ..... | Std. | Std. | Std. | |
| Continental | 6,072 | ..... | 6,072 | 5,825 | 6,283 | ..... | Std. | Std. | Std. | |
| **MERCURY** | | | | | | | | | | Montclair—Turnpike Cruiser 4-dr. hardtop, $3,577; Turnpike Cruiser 2-dr. hard- |
| Medalist | 2,617 | 2,547 | ..... | ..... | ..... | ..... | 226 | 108 | 38 | top, $3,498. |
| Monterey | 2,721 | 2,652 | 2,840 | 2,769 | 3,081 | ..... | 226 | 108 | 38 | Station Wagons—2-dr. 2-seat Commuter, $3,035; 4-dr. 2-seat Commuter, $3,105; |
| Montclair | 3,236 | ..... | 3,365 | 3,284 | 3,536 | ..... | Std. | 108 | 38 | 4-dr. 3-seat Commuter, $3,201; 2-dr. 2-seat Voyager, $3,535; 4-dr. 2-seat Voyager, |
| Park Lane | ..... | ..... | 3,944 | 3,867 | 4,118 | ..... | Std. | Std. | Std. | $3,635; 4-dr. 2-seat Colony Park, $3,775. (Merc-O-Matic standard on Voyager and Colony Park.) |
| | | | | | | | | | | (Multi-Drive transmission standard on Park Lane; $19 extra on Montclair, Voyager and Colony Park; $245 on Monterey.) |
| **OLDSMOBILE** | | | | | | | | | | |
| Series 88 | 2,837 | 2,772 | 2,971 | 2,893 | 3,221 | 3,284 | 231 | 108 | 40 | Series 88—4-dr. 2-seat hardtop stat. wag., $3,395. |
| Super 88 | 3,112 | ..... | 3,339 | 3,262 | 3,529 | 3,623 | 231 | 108 | 40 | |
| Series 98 | 3,824 | ..... | 4,096 | 4,020 | 4,300 | ..... | Std. | Std. | Std. | |
| **PACKARD** | 3,212 | ..... | ..... | 3,262 | ..... | 3,384 | Std. | 105 | Std. | Hawk—2-dr. sport cpe., $3,995. (Automatic transmission and power brakes standard). |
| ***PLYMOUTH** | | | | | | | | | | (*Prices are for six-cylinder models. For V-8s, add $108.) |
| Plaza | 2,169 | 2,118 | ..... | ..... | ..... | ..... | 180 | 77 | 38 | Plaza—business cpe., $2,028. Fury—2-dr. hardtop (V-8 standard), $3,067. |
| Savoy | 2,305 | 2,254 | 2,400 | 2,329 | ..... | ..... | 180 | 77 | 38 | Station Wagons—2-dr. 2-seat Deluxe, $2,432; 4-dr. 2-seat Deluxe, $2,486; 2-dr. |
| Belvedere | 2,440 | 2,389 | 2,528 | 2,457 | 2,762 (V-8 std.) | ..... | 180 | 77 | 38 | 2-seat Custom, $2,553; 4-dr. 2-seat Custom, $2,607; 4-dr. 3-seat Custom, $2,747; 4-dr. 2-seat Sport, $2,760; 4-dr. 3-seat Sport, $2,900. |
| | | | | | | | | | | (TorqueFlite transmission—V-8 models only—is $220.) |
| **PONTIAC** | | | | | | | | | | |
| Chieftain | 2,638 | 2,573 | 2,792 | 2,707 | 3,019 | 3,019 | 231 | 108 | 40 | Chieftain—4-dr. 3-seat stat. wag., $3,088. |
| Super Chief | 2,834 | ..... | 2,961 | 2,880 | ..... | ..... | 231 | 108 | 40 | |
| Star Chief | 3,071 | ..... | 3,210 | 3,122 | ..... | 3,350 | 231 | 108 | 40 | |
| Bonneville | ..... | ..... | ..... | 3,481 | 3,586 | ..... | 231 | 108 | 40 | |
| **RAMBLER** | | | | | | | | | | |
| Deluxe Six | 2,047 | ..... | ..... | ..... | ..... | ..... | 200 | 80 | 38 | American—Deluxe 2-dr. sed., $1,789; Super 2-dr. sed., $1,874. (Automatic trans- |
| Super Six | 2,212 | ..... | 2,287 | ..... | ..... | 2,506 | 200 | 80 | 38 | mission is $179 on American; power steering and power brakes are not offered.) |
| Custom Six | 2,327 | ..... | ..... | ..... | ..... | 2,621 | 200 | 80 | 38 | Ambassador Custom 4-dr. 2-seat hardtop station wagon, $3,116. |
| Rebel Super V-8 | 2,342 | ..... | ..... | ..... | ..... | 2,636 | 220 | 85 | 38 | |
| Rebel Custom V-8 | 2,457 | ..... | 2,532 | ..... | ..... | 2,751 | 220 | 85 | 38 | |
| Ambassador Super | 2,587 | ..... | ..... | ..... | ..... | 2,881 | 230 | 90 | 40 | |
| Ambassador Custom | 2,732 | ..... | 2,822 | ..... | ..... | 3,026 | 230 | 90 | 40 | |
| **STUDEBAKER** | | | | | | | | | | |
| Scotsman | 1,874 | 1,795 | ..... | ..... | ..... | 2,055 | 203 | Not Offered | Not Offered | Hawks—Silver Hawk 6 cpe., $2,219; Silver Hawk V-8 cpe., $2,352; Golden Hawk |
| Champion Six | 2,253 | 2,189 | ..... | ..... | ..... | ..... | 203 | 74 | 40 | 2-dr. hardtop, $3,282. (Overdrive standard on Golden Hawk; automatic transmission, |
| Commander V-8 | 2,378 | ..... | ..... | 2,493 | ..... | 2,644 | 203 | 74 | 40 | $84 extra.) |
| President | 2,639 | ..... | ..... | 2,695 | ..... | ..... | 203 | 74 | 40 | |

# Auto Production—Ups and Downs, 1950-'57




## 1957 Cars — U. S. Production Totals, Makes and Months

| | JANUARY | FEBRUARY | MARCH | FIRST QUARTER TOTAL | APRIL | MAY | JUNE | FIRST HALF TOTAL | JULY | AUGUST | SEP-TEMBER | NINE MONTH TOTAL | OCTOBER | NOVEM-BER | DECEMBER | TOTAL, 1957 OUTPUT |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 6,217 | 8,588 | 9,897 | 24,702 | 10,211 | 10,668 | 9,956 | 55,537 | 7,215 | 901 | 8,939 | 72,592 | 14,529 | 12,966 | 13,997 | 114,084 |
| Hudson | 285 | 172 | 229 | 686 | 293 | 197 | 169 | 1,345 | ..... | ..... | ..... | 1,345 | ..... | ..... | ..... | 1,345 |
| Nash | 591 | 516 | 577 | 1,684 | 577 | 722 | 578 | 3,561 | ..... | ..... | ..... | 3,561 | ..... | ..... | ..... | 3,561 |
| Rambler | 5,341 | 7,900 | 9,091 | 22,332 | 9,341 | 9,749 | 9,209 | 50,631 | 7,215 | 901 | 8,939 | 67,686 | 14,529 | 12,966 | 13,997 | 109,178 |
| CHRYSLER CORP. | 124,258 | 123,884 | 121,902 | 370,044 | 114,308 | 123,041 | 113,689 | 721,082 | 100,503 | 112,862 | 29,615 | 964,062 | 92,380 | 91,197 | 74,699 | 1,222,338 |
| Chrysler | 13,878 | 12,983 | 12,609 | 39,470 | 10,389 | 11,342 | 11,413 | 72,614 | 9,511 | 9,064 | 3,433 | 94,622 | 7,944 | 8,772 | 7,395 | 118,733 |
| Imperial | 3,467 | 3,895 | 4,818 | 12,180 | 4,154 | 4,017 | 4,026 | 24,377 | 3,331 | 2,464 | 412 | 30,584 | 2,279 | 2,789 | 2,294 | 37,946 |
| DeSoto | 16,274 | 14,720 | 12,737 | 43,731 | 11,760 | 10,244 | 7,125 | 72,860 | 7,118 | 8,884 | 3,140 | 92,002 | 11,792 | 8,206 | 5,747 | 117,747 |
| Dodge | 28,052 | 26,645 | 29,824 | 84,521 | 28,589 | 30,139 | 27,194 | 170,443 | 23,729 | 25,030 | 7,920 | 227,122 | 25,784 | 22,749 | 16,731 | 292,386 |
| Plymouth | 62,587 | 65,641 | 61,914 | 190,142 | 59,416 | 67,299 | 63,931 | 380,788 | 56,814 | 67,420 | 14,710 | 519,732 | 44,581 | 48,681 | 42,532 | 655,526 |
| FORD MOTOR | 196,576 | 168,674 | 179,578 | 544,828 | 163,491 | 159,133 | 147,858 | 1,015,310 | 154,415 | 167,157 | 146,150 | 1,483,032 | 85,542 | 170,797 | 150,339 | 1,889,710 |
| Continental | 52 | 99 | 127 | 278 | 114 | 52 | ..... | 444 | ..... | ..... | ..... | 444 | ..... | ..... | ..... | 444 |
| Edsel | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 3,729 | 19,876 | 18,815 | 42,420 | 7,566 | 2,483 | 2,138 | 54,607 |
| Ford | 153,452 | 133,471 | 142,011 | 428,934 | 132,520 | 130,890 | 127,537 | 819,881 | 127,749 | 124,813 | 112,453 | 1,184,896 | 65,698 | 145,354 | 126,458 | 1,522,406 |
| Lincoln | 5,952 | 4,297 | 4,045 | 14,294 | 3,574 | 3,110 | 2,523 | 23,501 | 1,955 | 1,369 | 1,949 | 28,774 | 1,934 | 3,148 | 3,570 | 37,426 |
| Mercury | 37,120 | 30,807 | 33,395 | 101,322 | 27,283 | 25,081 | 17,798 | 171,484 | 20,982 | 21,099 | 12,933 | 226,498 | 10,344 | 19,812 | 18,173 | 274,827 |
| GENERAL MOTORS | 308,189 | 263,646 | 259,975 | 831,810 | 254,961 | 232,628 | 223,915 | 1,543,314 | 227,552 | 240,309 | 92,280 | 2,103,455 | 124,647 | 297,004 | 291,327 | 2,816,433 |
| Buick | 54,763 | 45,511 | 39,958 | 140,232 | 39,957 | 31,468 | 27,316 | 238,973 | 23,029 | 30,682 | 5,790 | 298,474 | 24,365 | 42,850 | 41,582 | 407,271 |
| Cadillac | 15,094 | 13,449 | 14,141 | 42,684 | 14,547 | 14,411 | 13,390 | 85,032 | 13,446 | 13,445 | 8,993 | 120,916 | 5,159 | 14,370 | 12,791 | 153,236 |
| Chevrolet | 151,781 | 124,637 | 127,534 | 403,952 | 132,356 | 129,248 | 126,439 | 791,995 | 138,617 | 137,206 | 56,687 | 1,124,505 | 69,860 | 166,311 | 161,861 | 1,522,537 |
| Oldsmobile | 45,325 | 43,248 | 41,803 | 130,376 | 37,086 | 30,677 | 30,503 | 228,642 | 26,371 | 29,847 | 12,008 | 296,868 | 14,531 | 38,630 | 40,062 | 390,091 |
| Pontiac | 41,226 | 36,801 | 36,539 | 114,566 | 31,015 | 26,824 | 26,267 | 198,672 | 26,089 | 29,129 | 8,802 | 262,692 | 10,732 | 34,843 | 35,031 | 343,298 |
| S-P CORP. | 6,351 | 5,858 | 7,004 | 19,213 | 5,685 | 5,943 | 4,848 | 35,689 | 5,940 | 3,134 | 6,866 | 51,629 | 10,264 | 6,636 | 4,360 | 72,889 |
| Packard | 1,904 | 1,193 | 804 | 3,901 | 528 | 107 | 37 | 4,573 | 26 | 19 | ..... | 4,618 | 57 | 198 | 622 | 5,495 |
| Studebaker | 4,447 | 4,665 | 6,200 | 15,312 | 5,157 | 5,836 | 4,811 | 31,116 | 5,914 | 3,115 | 6,866 | 47,011 | 10,207 | 6,438 | 3,738 | 67,394 |
| Total Cars, U. S. | 641,591 | 570,650 | 578,356 | 1,790,597 | 548,656 | 531,413 | 500,266 | 3,370,932 | 495,625 | 524,363 | 283,850 | 4,674,770 | 327,362 | 578,600 | 534,722 | 6,115,454 |

Automotive News Estimates

## 1957 Trucks — U. S. Production Totals, Makes and Months

| | JANUARY | FEBRUARY | MARCH | FIRST QUARTER TOTAL | APRIL | MAY | JUNE | FIRST HALF TOTAL | JULY | AUGUST | SEP-TEMBER | NINE MONTH TOTAL | OCTOBER | NOVEM-BER | DECEMBER | TOTAL, 1957 OUTPUT |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CHEVROLET | 33,361 | 29,998 | 29,649 | 93,008 | 33,193 | 31,637 | 29,322 | 187,160 | 28,964 | 30,058 | 10,633 | 256,815 | 32,222 | 33,907 | 28,794 | 351,738 |
| DIAMOND T | 371 | 321 | 356 | 1,048 | 441 | 552 | 471 | 2,512 | 574 | 586 | 509 | 4,181 | 569 | 540 | 555 | 5,845 |
| DIVCO | 349 | 320 | 336 | 1,005 | 280 | 336 | 174 | 1,795 | 144 | 143 | 195 | 2,277 | 199 | 98 | 235 | 2,809 |
| DODGE | 7,796 | 7,390 | 7,374 | 22,560 | 7,323 | 6,355 | 5,284 | 41,522 | 7,207 | 7,008 | 3,229 | 58,966 | 6,206 | 6,437 | 4,992 | 76,601 |
| FORD | 23,333 | 32,168 | 28,608 | 84,109 | 38,369 | 33,299 | 29,331 | 185,108 | 29,346 | 26,752 | 21,820 | 263,026 | 24,748 | 24,761 | 24,591 | 337,126 |
| GMC | 7,362 | 6,130 | 5,947 | 19,439 | 5,792 | 5,086 | 5,055 | 35,372 | 5,432 | 5,358 | 4,203 | 50,365 | 6,270 | 6,820 | 6,071 | 69,526 |
| INTERNATIONAL | 10,281 | 5,051 | 7,040 | 22,372 | 11,331 | 12,956 | 12,329 | 58,988 | 12,629 | 10,927 | 10,015 | 92,559 | 9,098 | 9,423 | 10,695 | 121,775 |
| MACK** | 1,778 | 1,534 | 1,501 | 4,813 | 1,474 | 1,454 | 1,365 | 9,106 | 1,463 | 1,592 | 1,420 | 13,581 | 1,326 | 1,305 | 1,471 | 17,683 |
| STUDEBAKER | 859 | 888 | 1,412 | 3,159 | 779 | 1,124 | 541 | 5,603 | 825 | 436 | 509 | 7,373 | 821 | 643 | 537 | 9,374 |
| WHITE* | 1,774 | 1,645 | 1,732 | 5,151 | 1,638 | 1,846 | 1,664 | 10,299 | 1,310 | 1,627 | 1,342 | 14,578 | 1,560 | 1,243 | 1,394 | 18,775 |
| WILLYS | 6,293 | 6,562 | 5,213 | 18,068 | 3,408 | 6,066 | 6,258 | 33,800 | 6,576 | 3,366 | 5,598 | 49,340 | 5,954 | 6,225 | 6,776 | 68,295 |
| MISCELLANEOUS*** | 316 | 301 | 327 | 944 | 382 | 392 | 326 | 2,044 | 368 | 380 | 354 | 3,146 | 345 | 350 | 282 | 4,123 |
| Total Trucks, U. S. | 93,873 | 92,308 | 89,495 | 275,676 | 104,410 | 101,103 | 92,120 | 573,309 | 94,838 | 88,233 | 59,827 | 816,207 | 89,318 | 91,752 | 86,393 | 1,083,670 |

* Autocar, Freightliner, Reo and Sterling are included in White totals.
** Brockway included in Mack totals.
*** Miscellaneous includes Corbitt, Marmon-Herrington, Federal, Four-Wheel Drive, etc.

Automotive News Estimates

( Advertisement )

# What are the facts on today's tire cords?

In the standard tire there are 2 to 3 *miles* of tire cord. To provide the reinforcing strength that rubber needs, tire manufacturers have experimented with various kinds of strength-giving materials. Of these, cotton was for many years the most satisfactory.

In recent years, rayon was discovered to have major advantages; its use became so widespread that today almost 9 out of 10 tires on the American road are made with rayon cord.

But today a newcomer, with a "magic" name born of wartime success, has entered the market. Against this, rayon has had to combat some unfortunate connotations in the public mind . . . despite continuous product improvement, despite rayon's record of performance in most of the tires used today, and despite the fact that rayon has always had the *greatest potential for development among the new fibers.*

Rayon acquired this handicap among consumers when it was used in hosiery which has no relation whatsoever to its use in tires. The very qualities which make rayon less satisfactory in hosiery actually help make it a superb tire cord.

The result of today's "battle of the tire cords" is a considerable degree of confusion. Just which is the better cord, and why? The answer lies in a detailed study of cords, quality by quality. Remember that the rayon under consideration here is a new, advanced kind of rayon, often called "Super Rayon," which is 100% more flexible, 50% higher in strength and impact resistance, than rayon used to be.

## SAFETY

This is a composite of many factors—including such major considerations as tire construction, compounding of rubber, and balance—where a tire cord does not actually enter the picture. A tire that fails to meet any one safety requirement is an unsafe tire. The following are areas where a tire cord makes a contribution in the area of safety:

**Continued on next page**

## Impact resistance an impasse

Both cords in general use today produce a tire that is mighty tough. You can bet your life on a quality tire by a reputable manufacturer regardless of the cord. This fact has been demonstrated conclusively in tests of rayon cord tires against tires made with other cord, conducted by an independent research organization (Motor Vehicle Research, of South Lee, New Hampshire). Test drivers crashed cars into half-foot-high granite testing blocks at speeds as high as 60 mph. They dented their rims, often damaged the front of their cars, but didn't damage tires. This was far worse punishment than tires would normally encounter.

Even careful laboratory dissection and examination under microscopes failed to reveal cord damage in tires that had taken this impact punishment. Moreover, it was found that the original equipment rayon cord tires on the rear of the cars also took the brutal beating without damage. And these tires had up to 14,000 miles on them before the tests began.

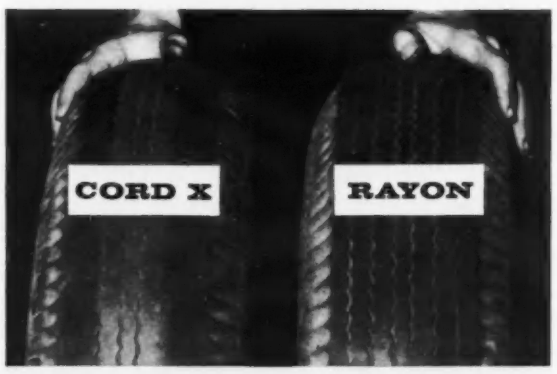
Motor Vehicle Research could only conclude that neither cord excelled in ability to take impacts. As MVR puts it, "both cords performed equally well and tire manufacturers should be commended for the safety they have provided for the everyday motorists."

## Rayon gives more tread mileage

When a tread wears out, obviously a tire is unsafe. Just what part does a cord play in helping a tread wear longer?

Carefully controlled driving tests, conducted recently, show that the cord does make a difference. Specially constructed tires, made so that they were identical in every respect *except for the cord*, were tested. With 14 drivers on the job, covering a representative variety of road surfaces, and with every variable factor rigidly controlled for absolute fairness, one kind of tire came out significantly ahead in the "run 'em to death" rodeo. It was clearly proven that the ones wearing longer were the *rayon* cord tires. Their tread wear bonus was recorded at an impressive 14 to 26%. In the most extreme case, a tire made of other cord was worn practically bald at 24,000 miles; a competing rayon cord tire was still going strong at 31,000 miles.

What fact could logically explain the longer tread wear demonstrated by the rayon cord tires? The story of how the two cords react to heat can help to clarify the explanation. Remember that tires on the go get roasting hot from friction heat—hot enough to fry an egg.



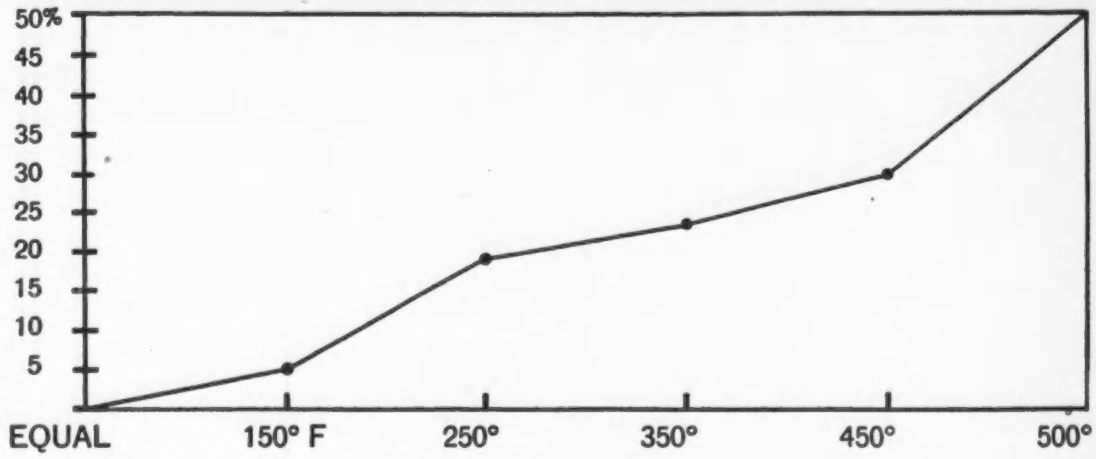

## Rayon has better heat resistance

We know that the strength characteristics of rayon tire cord are far better under conditions of elevated temperatures. The difference in the way the two cords react to heat is significant.

Rayon stands up to driving temperatures with a great degree of stability and retains its strength while other cord expands and contracts. This makes clear why a comparison of cord strengths at room temperatures actually has no meaning. It is actual driving temperatures then that provide the true test—and *rayon* cord does the best job under these practical "on the road" conditions.

## SUPER RAYON FOR HEAT RESISTANCE:

**CHART INDICATES RATIO OF STRENGTH RETENTION BY RAYON OVER OTHER CORD AT INCREASING TEMPERATURES**




This cord behavior under changes in temperature leads to the conclusion that other cord, by contracting under heat when the tire is in motion, causes the tire body to shrink, thereby placing the tread under stress. It is evident that this internal stress causes a tire to wear faster than when it rolls in the relaxed state. This would seem to account for the shorter tread wear of tires made with other cord, the longer wear of the rayon cord tire tread, which was demonstrated in the recent driving tests. It would also seem to be the logical explanation of many tire complaints, such as cracking in both tread and sidewalls in tires made with other cord.

## Moisture resistance not pertinent

Here other cord can demonstrate some advantage over rayon in the laboratory. But since a cord inside a tire is insulated by dip bonding and a heavy protective layer of rubber, this fact should not be a matter of concern; in normal tire use it has no practical application.

## RETREADING, MORE ECONOMY WITH RAYON

Retreaders say that the "growth" characteristics of other cord and its shrinking action under heat make necessary extra expensive steps in retreading. Rayon cord's dimensional stability makes possible satisfactory, more economical retreads.

## COMFORT—A RAYON PLUS

In addition to safety, comfort is important to the driver and his family. Here is what the evidence shows in this field:

**Quiet Ride.** Experienced tire men have always accepted the quiet ride of rayon cord tires as a fact, but recent authoritative tests have measured the differences in noise levels scientifically. Lewis S. Goodfriend Associates, top acoustical authority, found that rayon cord tires are 10 to 33% quieter than tires made with other cord. The 10% difference was measured at very low speeds (20 mph) and the 33% at highway speeds (50-60 mph). The test authorities concluded that this difference in noise levels is enough to make a significant difference in ease of carrying on conversation inside the car.

**Soft Ride.** Rayon stability with temperature changes has much to do with the luxury quality of its ride. This quality is of such importance that one manufacturer of a supremely luxurious car is using as standard equipment a new kind of premium low-profile tires made with rayon. Other cord that is softened by heat also grows stiff and hard when cold. That hardening explains the tendency, which many drivers have noted, of these tires to form annoying overnight "flat spots." These inflexible areas of the tire cause disturbing morning thumps and bumps.

*Continued on next page*

# CONCLUSIONS—RAYON MAKES BETTER TIRES

The conclusions to be drawn from the newest tire research, then, are these: Rayon cord has been demonstrated unsurpassed in impact resistance; driving tests have shown it superior in tread wear; the laboratory shows it superior in heat resistance and in stability under both heat and cold; acoustical tests show rayon cord tires quieter, and their freedom from annoying "flat spotting" makes for smoother riding.

To put it another way, if you started out to manufacture tires identical in every respect (including compounding of rubber) *except* that you used two different cords:

**1** the rayon cord tire will deliver more tread mileage because the rayon cord is more dimensionally stable, puts less strain on rubber.

**2** both tires, on the basis of Motor Vehicle Research testing, will possess much greater strength than they will ever need in normal driving.

**3** the tire made with other cord will be subject to annoying "flat spots" and "morning thump."

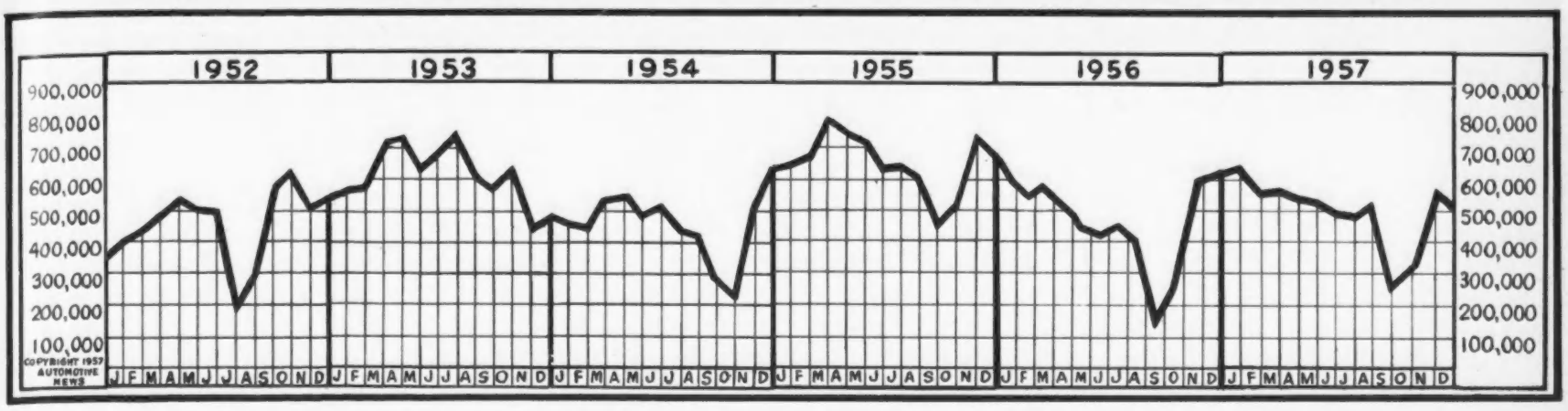
**4** rayon will give a much quieter, softer ride, the tire made with other cord will be 10 to 33% noisier.

**AVISCO TIRE RAYON**

for reprints, write Manager, Tire Yarn Sales

**AMERICAN VISCOSE CORPORATION,** 350 Fifth Avenue, New York 1, N. Y.

# Car Production Horizons—1952-1957




## Automotive News Car and Truck Production Estimates, Makes and Years, 1937-1957

| | 1957 | 1956 | 1955 | 1954 | 1953 | 1952 | 1951 | 1950 | 1949 | 1948 | 1947 | 1946 | 1945 | 1942 | 1941* | 1940* | 1939* | 1938* | 1937* |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Buick | 407,271 | 535,364 | 781,296 | 531,463 | 485,353 | 321,048 | 404,695 | 552,827 | 398,482 | 275,504 | 267,830 | 156,080 | 2,482 | 16,402 | 316,251 | 311,403 | 231,219 | 180,456 | 232,648 |
| Cad.-LaSalle | 153,236 | 140,873 | 153,334 | 123,746 | 103,538 | 96,851 | 103,272 | 110,535 | 81,545 | 66,209 | 59,436 | 28,444 | 1,142 | 2,874 | 58,526 | 41,704 | 38,506 | 28,285 | 44,736 |
| Chevrolet† | 1,874,275 | 1,974,512 | 2,223,341 | 1,739,874 | 1,839,132 | 1,210,100 | 1,544,216 | 2,015,158 | 1,493,501 | 1,165,678 | 1,031,338 | 667,250 | 94,815 | 45,180 | 1,295,952 | 1,130,518 | 931,669 | 694,188 | 1,189,779 |
| Chrysler | 118,733 | 95,356 | 162,312 | 101,743 | 160,410 | 120,678 | 162,916 | 164,697 | 141,241 | 118,937 | 109,415 | 77,075 | 367 | 6,028 | 136,325 | 123,311 | 72,284 | 49,936 | 126,260 |
| Continental | 444 | 1,325 | 1,231 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| Crosley† | ..... | ..... | ..... | ..... | ..... | 1,694 | 5,598 | 8,121 | 9,707 | 32,637 | 26,182 | 5,008 | ..... | 1,029 | 2,289 | 422 | 2,017 | ..... | ..... |
| DeSoto | 117,747 | 104,090 | 129,767 | 69,844 | 129,963 | 97,558 | 120,412 | 126,664 | 105,846 | 93,591 | 80,427 | 62,431 | 947 | 4,196 | 93,575 | 88,680 | 58,465 | 38,076 | 92,040 |
| Dodge† | 368,987 | 297,230 | 408,656 | 246,647 | 398,962 | 422,390 | 488,360 | 454,418 | 444,746 | 412,687 | 394,729 | 285,581 | 42,189 | 11,863 | 357,608 | 297,829 | 244,238 | 169,632 | 379,626 |
| Edsel | 54,607 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| Ford† | 1,859,532 | 1,670,850 | 2,138,421 | 1,697,558 | 1,501,335 | 1,014,284 | 1,218,115 | 1,532,920 | 1,085,783 | 850,856 | 849,497 | 572,116 | 92,589 | 32,307 | 922,984 | 805,960 | 746,887 | 561,554 | 1,095,984 |
| Frazer | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 10,217 | 6,461 | 59,193 | 72,025 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| Hudson | 1,345 | 7,182 | 26,623 | 31,566 | 76,331 | 76,348 | 93,327 | 143,006 | 142,462 | 143,697 | 103,780 | 94,312 | 5,047 | 6,476 | 79,529 | 87,900 | 82,161 | 56,280 | 102,362 |
| Imperial | 37,946 | 12,130 | 13,727 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| Kaiser** | ..... | ..... | 1,021 | 5,818 | 21,987 | 75,292 | 99,118 | 136,694 | 51,534 | 122,123 | 72,465 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| Lincoln | 37,426 | 47,670 | 39,995 | 35,733 | 41,962 | 31,992 | 25,387 | 35,485 | 33,132 | 43,688 | 29,275 | 13,477 | 569 | 1,276 | 18,401 | 27,378 | 21,565 | 19,722 | 34,645 |
| Mercury | 274,827 | 246,629 | 434,911 | 256,730 | 320,369 | 195,261 | 238,854 | 334,081 | 203,339 | 154,702 | 124,612 | 70,946 | 2,848 | 4,426 | 104,308 | 93,472 | 89,235 | 18,682 | ..... |
| Nash | 3,561 | 17,842 | 51,315 | 62,611 | 135,394 | 152,141 | 160,859 | 189,543 | 142,592 | 118,621 | 113,315 | 98,769 | 6,148 | 5,500 | 79,535 | 64,256 | 65,859 | 32,017 | 87,987 |
| Oldsmobile | 390,091 | 432,904 | 643,460 | 433,810 | 319,414 | 228,452 | 285,634 | 396,757 | 282,885 | 194,755 | 191,418 | 114,674 | 3,498 | 11,753 | 233,110 | 216,255 | 160,551 | 96,671 | 217,789 |
| Packard | 5,495 | 13,432 | 69,667 | 27,583 | 81,400 | 62,989 | 76,075 | 72,098 | 104,593 | 98,898 | 52,273 | 42,102 | 2,977 | 5,771 | 72,877 | 76,927 | 76,366 | 50,260 | 108,553 |
| Plymouth† | 655,526 | 452,958 | 742,991 | 399,900 | 662,515 | 474,836 | 621,013 | 569,871 | 574,447 | 375,803 | 353,689 | 239,824 | 2,265 | 25,184 | 500,383 | 549,832 | 381,070 | 313,106 | 526,066 |
| Pontiac | 343,298 | 332,268 | 581,860 | 370,887 | 414,011 | 277,156 | 343,795 | 467,655 | 333,955 | 253,469 | 223,015 | 131,538 | 5,606 | 14,358 | 278,581 | 239,402 | 169,320 | 104,795 | 232,648 |
| Rambler | 109,178 | 79,166 | 83,852 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| Studebaker† | 76,768 | 97,095 | 131,679 | 100,604 | 218,080 | 220,160 | 274,384 | 318,468 | 291,875 | 234,004 | 191,451 | 120,763 | 1,309 | 8,834 | 133,855 | 124,272 | 111,552 | 52,605 | 91,317 |
| Willys† | 68,295 | 65,579 | 83,700 | 86,375 | 129,146 | 168,216 | 125,022 | 86,958 | 82,847 | 137,332 | 119,473 | 77,988 | 1,824 | 1,944 | 29,300 | 26,578 | 24,372 | 24,083 | 73,928 |
| Miscellaneous† | 240,536 | 281,003 | 284,758 | 209,057 | 305,315 | 513,394 | 355,924 | 276,260 | 239,015 | 323,908 | 327,994 | 15,405 | 4,321 | 476 | 395,603 | 386,239 | 225,272 | 165,429 | 380,197 |
| TOTAL† | 7,199,124 | 6,905,458 | 9,187,917 | 6,531,549 | 7,344,617 | 5,560,840 | 6,746,976 | 8,002,433 | 6,249,988 | 5,276,292 | 4,793,639 | 2,873,783 | 270,943 | 205,877 | 5,108,992 | 4,692,338 | 3,732,608 | 2,655,777 | 5,016,565 |

* Includes Canadian output. ** Includes Henry J. † Includes trucks. (1945 totals include civilian truck output only.)

# Percentage of Year's Total Output for Each Month, 1949-1957

### Passenger Car Production, U. S. Only

| | 1957 Production | % of Total | 1956 Production | % of Total | 1955 Production | % of Total | 1954 Production | % of Total | 1953 Production | % of Total | 1952 Production | % of Total | 1951 Production | % of Total | 1950 Production | % of Total | 1949 Production | % of Total | 9 Year Average | Av. % Over 9 Yrs. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| January | 641,591 | 10.49 | 612,078 | 10.55 | 659,508 | 8.30 | 456,766 | 8.29 | 465,804 | 7.59 | 284,922 | 6.56 | 500,559 | 9.39 | 495,156 | 7.44 | 330,731 | 6.46 | 494,124 | 8.34 |
| February | 570,650 | 9.33 | 555,596 | 9.58 | 675,495 | 8.50 | 443,194 | 8.05 | 485,271 | 7.91 | 330,939 | 7.63 | 507,125 | 9.51 | 380,978 | 5.72 | 328,473 | 6.42 | 475,302 | 8.07 |
| March | 578,356 | 9.46 | 575,260 | 9.91 | 794,015 | 10.00 | 526,040 | 9.55 | 569,036 | 9.28 | 376,542 | 8.68 | 607,500 | 11.40 | 469,839 | 7.06 | 404,836 | 7.92 | 544,603 | 9.25 |
| April | 548,656 | 8.97 | 547,617 | 9.44 | 753,849 | 9.49 | 533,458 | 9.68 | 601,502 | 9.80 | 414,507 | 9.56 | 506,253 | 9.50 | 455,290 | 6.84 | 433,095 | 8.46 | 532,692 | 9.08 |
| May | 531,413 | 8.69 | 471,673 | 8.13 | 724,892 | 9.13 | 494,250 | 8.97 | 545,739 | 8.90 | 393,696 | 9.08 | 500,868 | 9.40 | 580,876 | 8.72 | 394,799 | 7.71 | 515,356 | 8.75 |
| June | 500,266 | 8.18 | 430,374 | 7.42 | 649,391 | 8.18 | 504,811 | 9.16 | 588,658 | 9.59 | 394,592 | 9.10 | 484,152 | 9.08 | 717,343 | 10.77 | 496,863 | 9.71 | 529,606 | 9.02 |
| July | 495,625 | 8.11 | 448,876 | 7.74 | 659,761 | 8.31 | 441,598 | 8.02 | 597,319 | 9.74 | 159,562 | 3.68 | 381,619 | 7.16 | 601,005 | 9.03 | 486,220 | 9.50 | 474,621 | 7.92 |
| August | 524,363 | 8.58 | 402,575 | 6.94 | 614,493 | 7.74 | 436,629 | 7.93 | 517,518 | 8.44 | 237,976 | 5.49 | 426,702 | 8.00 | 681,854 | 10.24 | 560,104 | 10.94 | 489,135 | 8.26 |
| September | 283,850 | 4.64 | 190,722 | 3.29 | 461,622 | 5.81 | 285,865 | 5.19 | 472,707 | 7.70 | 440,630 | 10.16 | 357,426 | 6.71 | 609,763 | 9.16 | 534,500 | 10.44 | 404,120 | 7.01 |
| October | 327,362 | 5.35 | 389,065 | 6.70 | 517,838 | 6.52 | 235,936 | 4.28 | 533,611 | 8.70 | 479,896 | 11.06 | 413,871 | 7.76 | 659,371 | 9.90 | 488,779 | 9.55 | 449,525 | 7.76 |
| November | 578,600 | 9.46 | 580,803 | 10.01 | 749,003 | 9.43 | 508,418 | 9.23 | 361,808 | 5.90 | 403,693 | 9.31 | 359,682 | 6.75 | 503,862 | 7.57 | 368,056 | 7.19 | 490,436 | 8.32 |
| December | 534,722 | 8.74 | 597,226 | 10.29 | 682,256 | 8.59 | 641,672 | 11.65 | 395,850 | 6.45 | 420,488 | 9.69 | 284,837 | 5.34 | 503,173 | 7.55 | 291,837 | 5.70 | 483,562 | 8.22 |
| Total | 6,115,454 | 100% | 5,801,865 | 100% | 7,942,123 | 100% | 5,508,637 | 100% | 6,134,823 | 100% | 4,337,443 | 100% | 5,330,594 | 100% | 6,658,510 | 100% | 5,118,293 | 100% | 5,883,082 | 100% |

### Motor Truck Production, U. S. Only

| | 1957 Production | % of Total | 1956 Production | % of Total | 1955 Production | % of Total | 1954 Production | % of Total | 1953 Production | % of Total | 1952 Production | % of Total | 1951 Production | % of Total | 1950 Production | % of Total | 1949 Production | % of Total | 9 Year Average | Av. % Over 9 Yrs. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| January | 93,873 | 8.66 | 106,603 | 9.66 | 92,067 | 7.39 | 97,670 | 9.55 | 111,949 | 9.25 | 105,519 | 8.63 | 126,396 | 8.92 | 97,685 | 7.27 | 113,640 | 10.04 | 105,045 | 8.82 |
| February | 92,308 | 8.52 | 101,470 | 9.20 | 61,880 | 4.97 | 86,173 | 8.42 | 100,642 | 8.32 | 101,730 | 8.31 | 113,137 | 7.99 | 90,187 | 6.70 | 104,591 | 9.24 | 94,680 | 7.96 |
| March | 89,495 | 8.26 | 104,547 | 9.47 | 110,209 | 8.85 | 100,389 | 9.81 | 132,013 | 10.91 | 110,793 | 9.06 | 139,468 | 9.85 | 110,361 | 8.21 | 115,744 | 10.23 | 112,558 | 9.41 |
| April | 104,410 | 9.64 | 98,340 | 8.91 | 128,886 | 10.35 | 96,869 | 9.47 | 128,836 | 10.65 | 113,085 | 9.24 | 135,083 | 9.54 | 102,972 | 7.63 | 105,064 | 9.28 | 112,616 | 9.41 |
| May | 101,103 | 9.33 | 95,708 | 8.67 | 129,852 | 10.42 | 89,286 | 8.73 | 88,775 | 7.34 | 107,721 | 8.81 | 140,543 | 9.92 | 121,660 | 9.06 | 84,470 | 7.46 | 106,569 | 8.86 |
| June | 92,120 | 8.50 | 87,627 | 7.94 | 119,297 | 9.57 | 88,553 | 8.66 | 75,144 | 6.21 | 105,270 | 8.60 | 133,163 | 9.40 | 134,885 | 10.04 | 103,365 | 9.13 | 104,380 | 8.67 |
| July | 94,838 | 8.75 | 84,623 | 7.67 | 107,090 | 8.60 | 76,146 | 7.44 | 111,047 | 9.18 | 35,203 | 2.88 | 113,802 | 8.03 | 110,548 | 8.23 | 98,122 | 8.67 | 92,380 | 7.72 |
| August | 88,233 | 8.14 | 90,519 | 8.20 | 97,278 | 7.81 | 73,270 | 7.16 | 101,544 | 8.39 | 59,829 | 4.89 | 122,478 | 8.65 | 135,605 | 10.10 | 101,757 | 8.99 | 96,724 | 8.04 |
| September | 59,827 | 5.52 | 61,575 | 5.58 | 87,305 | 7.01 | 66,746 | 6.53 | 95,721 | 7.91 | 114,755 | 9.38 | 106,077 | 7.49 | 103,468 | 7.70 | 84,877 | 7.50 | 86,706 | 7.18 |
| October | 89,318 | 8.24 | 95,442 | 8.65 | 95,816 | 7.69 | 63,801 | 6.24 | 89,105 | 7.38 | 135,806 | 11.10 | 107,131 | 7.56 | 111,418 | 8.30 | 80,823 | 7.14 | 96,518 | 8.03 |
| November | 91,752 | 8.47 | 92,734 | 8.40 | 117,049 | 9.39 | 90,436 | 8.84 | 76,630 | 6.33 | 113,561 | 9.28 | 94,405 | 6.67 | 97,503 | 7.26 | 69,377 | 6.13 | 93,716 | 7.86 |
| December | 86,393 | 7.97 | 84,405 | 7.65 | 99,065 | 7.95 | 93,573 | 9.15 | 98,388 | 8.13 | 120,125 | 9.82 | 84,699 | 5.98 | 127,631 | 9.50 | 69,865 | 6.19 | 96,015 | 8.04 |
| Total | 1,083,670 | 100% | 1,103,593 | 100% | 1,245,794 | 100% | 1,022,912 | 100% | 1,209,794 | 100% | 1,223,397 | 100% | 1,416,382 | 100% | 1,343,923 | 100% | 1,131,695 | 100% | 1,197,907 | 100% |

### Combined Passenger Car and Truck Production, U. S. Only

| | 1957 Production | % of Total | 1956 Production | % of Total | 1955 Production | % of Total | 1954 Production | % of Total | 1953 Production | % of Total | 1952 Production | % of Total | 1951 Production | % of Total | 1950 Production | % of Total | 1949 Production | % of Total | 9 Year Average | Av. % Over 9 Yrs. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| January | 735,464 | 10.21 | 718,681 | 10.41 | 751,575 | 8.18 | 554,436 | 8.49 | 577,753 | 7.87 | 390,441 | 7.02 | 626,955 | 9.29 | 592,841 | 7.41 | 444,371 | 7.11 | 599,169 | 8.44 |
| February | 662,958 | 9.21 | 657,066 | 9.52 | 737,375 | 8.03 | 529,367 | 8.10 | 585,913 | 7.98 | 432,669 | 7.78 | 620,262 | 9.19 | 471,165 | 5.89 | 433,064 | 6.93 | 569,982 | 8.07 |
| March | 667,851 | 9.27 | 679,807 | 9.84 | 904,224 | 9.84 | 626,429 | 9.59 | 701,049 | 9.55 | 487,335 | 8.76 | 746,968 | 11.07 | 580,200 | 7.25 | 520,580 | 8.33 | 657,160 | 9.28 |
| April | 653,066 | 9.07 | 645,957 | 9.35 | 882,735 | 9.61 | 630,327 | 9.65 | 730,338 | 9.93 | 527,592 | 9.49 | 641,336 | 9.51 | 558,262 | 6.98 | 538,159 | 8.61 | 645,308 | 9.13 |
| May | 632,516 | 8.79 | 567,381 | 8.22 | 854,744 | 9.30 | 583,536 | 8.93 | 634,514 | 8.64 | 501,417 | 9.02 | 641,411 | 9.51 | 702,536 | 8.78 | 479,269 | 7.67 | 621,925 | 8.76 |
| June | 592,386 | 8.23 | 518,001 | 7.50 | 768,688 | 8.37 | 593,364 | 9.08 | 663,802 | 9.04 | 499,862 | 8.99 | 617,315 | 9.15 | 852,228 | 10.65 | 600,228 | 9.60 | 633,986 | 8.96 |
| July | 590,463 | 8.20 | 533,499 | 7.73 | 766,851 | 8.35 | 517,744 | 7.93 | 708,366 | 9.64 | 194,765 | 3.50 | 495,421 | 7.34 | 711,553 | 8.89 | 584,342 | 9.35 | 567,002 | 7.88 |
| August | 612,596 | 8.51 | 493,094 | 7.14 | 711,771 | 7.75 | 509,899 | 7.81 | 619,062 | 8.43 | 297,805 | 5.36 | 549,180 | 8.14 | 817,459 | 10.22 | 661,861 | 10.59 | 585,858 | 8.22 |
| September | 343,677 | 4.77 | 252,297 | 3.65 | 548,927 | 5.97 | 352,611 | 5.40 | 568,428 | 7.74 | 555,385 | 9.99 | 463,503 | 6.87 | 713,231 | 8.91 | 619,377 | 9.91 | 490,826 | 7.02 |
| October | 416,680 | 5.80 | 484,507 | 7.02 | 613,654 | 6.68 | 299,737 | 4.59 | 622,716 | 8.48 | 615,702 | 11.07 | 521,002 | 7.72 | 770,789 | 9.63 | 569,602 | 9.11 | 546,043 | 7.79 |
| November | 670,352 | 9.31 | 673,537 | 9.75 | 866,052 | 9.42 | 598,854 | 9.17 | 438,438 | 5.97 | 517,254 | 9.30 | 454,087 | 6.73 | 601,365 | 7.51 | 437,433 | 7.00 | 584,152 | 8.24 |
| December | 621,115 | 8.63 | 681,631 | 9.87 | 781,321 | 8.50 | 735,245 | 11.26 | 494,238 | 6.73 | 540,613 | 9.72 | 369,536 | 5.48 | 630,804 | 7.88 | 361,702 | 5.79 | 579,578 | 8.21 |
| Total | 7,199,124 | 100% | 6,905,458 | 100% | 9,187,917 | 100% | 6,531,549 | 100% | 7,344,617 | 100% | 5,560,840 | 100% | 6,746,976 | 100% | 8,002,433 | 100% | 6,249,988 | 100% | 7,080,989 | 100% |

* Automotive News Estimates.

*State-by-State Roundup of Car Output, 1955-57 . . .*

# Geographical Trends in Auto Production

| | Pct. of 1957 Output | Overall Position, 1957 | Pct. of 1956 Output | Overall Position, 1956 | Pct. Pt. Change, 1956-57 | Pct. of 1955 Output | Overall Position, 1955 | Pct. Pt. Change, 1955-56 |
|---|---|---|---|---|---|---|---|---|
| Michigan | 34.04 | 1 | 33.00 | 1 | +1.04 | 34.10 | 1 | —1.10 |
| California | 10.42 | 2 | 10.20 | 2 | +0.22 | 10.10 | 2 | +0.10 |
| Missouri | 7.68 | 3 | 8.00 | 3 | —0.32 | 8.10 | 3 | —0.10 |
| New Jersey | 6.79 | 4 | 6.90 | 4 | —0.11 | 6.30 | 4 | +0.60 |
| Georgia | 5.13 | 5 | 5.30 | 5 | —0.17 | 5.20 | 5 | +0.10 |
| Wisconsin | 4.98 | 6 | 5.20 | 6 | —0.22 | 4.70 | 6 | +0.50 |
| New York | 4.43 | 7 | 4.90 | 7 | —0.47 | 4.40 | 7 | +0.50 |
| Indiana | 3.84 | 8 | 3.10 | 9 | +0.74 | 3.20 | 9 | —0.10 |
| Texas | 3.25 | 9 | 3.40 | 8 | —0.15 | 3.60 | 8 | —0.20 |
| Maryland | 2.66 | 10 | 3.00 | 10 | —0.34 | 2.70 | 12 | +0.30 |
| Ohio | 2.44 | 11 | 2.70 | 11 | —0.26 | 2.10 | 13** | +0.60 |
| Delaware | 2.21 | 12 | 2.10 | 14 | +0.11 | 2.10 | 13** | ..... |
| Kansas | 1.96 | 13 | 2.30 | 12 | —0.34 | 2.80 | 10**** | —0.50 |
| Illinois | 1.50 | 14 | 1.50 | 15 | +0.09 | 1.60 | 15 | —0.10 |
| Massachusetts | 1.56 | 15 | 2.30 | 13 | —0.74 | 2.80 | 10**** | —0.50 |
| Kentucky | 1.48 | 16 | 1.40 | 16 | +0.08 | 1.30 | 17 | +0.10 |
| Minnesota | 1.36 | 17 | 1.20 | 17* | +0.16 | 1.40 | 16 | —0.20 |
| Tennessee | 1.26 | 18 | 1.10 | 20 | +0.16 | 1.20 | 18*** | —0.10 |
| Pennsylvania | 1.19 | 19 | 1.20 | 17* | —0.01 | 1.10 | 20 | +0.10 |
| Virginia | 1.13 | 20 | 1.20 | 17* | —0.07 | 1.20 | 18*** | ..... |
| | 100.00 | | 100.00 | .... | ..... | 100.00 | .... | ..... |

* Three-way tie for 17th place.
** Two-way tie for 13th place.
*** Two-way tie for 18th place.
**** Two-way tie for 10th place.

*How They Fared . . .*

## 12 Months' Car Output — '57 vs. '56

| | Total Output, 1957 | Pct. of Total | Total Output, 1956 | Pct. of Total | Gain or Loss |
|---|---|---|---|---|---|
| CHRYSLER CORP. | 1,222,338 | 19.99 | 870,261 | 15.00 | +4.99 |
| Chrysler | 118,733 | 1.94 | 95,356 | 1.64 | + .30 |
| Imperial | 37,946 | .62 | 12,130 | 0.21 | + .41 |
| DeSoto | 117,747 | 1.93 | 104,090 | 1.79 | + .14 |
| Dodge | 292,386 | 4.78 | 205,727 | 3.55 | +1.23 |
| Plymouth | 655,526 | 10.72 | 452,958 | 7.81 | +2.91 |
| FORD MOTOR | 1,889,710 | 30.90 | 1,669,166 | 28.77 | +2.13 |
| Continental | 444 | .01 | 1,325 | 0.02 | — .01 |
| Edsel | 54,607 | .89 | ..... | ..... | + .89 |
| Ford | 1,522,406 | 24.90 | 1,373,542 | 23.68 | +1.22 |
| Lincoln | 37,426 | .61 | 47,670 | 0.82 | — .21 |
| Mercury | 274,827 | 4.49 | 246,629 | 4.25 | + .24 |
| GENERAL MOTORS | 2,816,433 | 46.05 | 3,062,414 | 52.78 | —6.73 |
| Buick | 407,271 | 6.66 | 535,364 | 9.23 | —2.57 |
| Cadillac | 153,236 | 2.51 | 140,873 | 2.43 | + .08 |
| Chevrolet | 1,522,537 | 24.89 | 1,621,005 | 27.93 | —3.04 |
| Oldsmobile | 390,091 | 6.38 | 432,904 | 7.46 | —1.08 |
| Pontiac | 343,298 | 5.61 | 332,268 | 5.73 | — .12 |
| Total, Big 3 | 5,928,481 | 96.94 | 5,601,841 | 96.55 | + .39 |
| AMERICAN MOTORS | 114,084 | 1.87 | 104,190 | 1.80 | + .07 |
| Hudson | 1,345 | .02 | 7,182 | 0.12 | — .10 |
| Nash | 3,561 | .06 | 17,842 | 0.32 | — .26 |
| Rambler | 109,178 | 1.79 | 79,166 | 1.36 | + .43 |
| S-P CORP. | 72,889 | 1.19 | 95,834 | 1.65 | — .46 |
| Packard | 5,495 | .09 | 13,432 | 0.23 | — .14 |
| Studebaker | 67,394 | 1.10 | 82,402 | 1.42 | — .32 |
| Total, Little 2 | 186,973 | 3.06 | 200,024 | 3.45 | — .39 |
| Total Cars, U. S. | 6,115,454 | 100.00 | 5,801,865 | 100.00 | |

# Motor Truck Factory Sales by G.V.W., 1946-1957

| YEAR | 5,000 lb. & Less Units | % of Total | 5,001-10,000 lb. Units | % of Total | 10,001-14,000 lb. Units | % of Total | 14,001-16,000 lb. Units | % of Total | 16,001-19,500 lb. Units | % of Total | 19,501-26,000 lb. Units | % of Total | Over 26,000 lb. Units | % of Total | Total Units | % of Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1957 | 542,502* | 49.45 | 158,304* | 14.43 | 36,857 | 3.36 | 162,888 | 14.85 | 72,100 | 6.57 | 53,163 | 4.85 | 71,192 | 6.49 | 1,097,006 | 100 |
| 1956 | 438,676 | 39.86 | 209,401 | 19.03 | 39,918 | 3.63 | 192,157 | 17.46 | 82,493 | 7.50 | 56,492 | 5.13 | 81,280 | 7.39 | 1,100,417 | 100 |
| 1955 | 585,856 | 47.06 | 212,571 | 17.07 | 46,905 | 3.77 | 225,755 | 18.13 | 65,719 | 5.28 | 43,413 | 3.49 | 64,769 | 5.20 | 1,244,988 | 100 |
| 1954 | 482,515 | 46.5 | 186,739 | 18.0 | 39,073 | 3.8 | 195,121 | 18.8 | 48,574 | 4.7 | 45,099 | 4.3 | 40,924 | 3.9 | 1,038,045 | 100 |
| 1953 | 563,112 | 46.8 | 221,817 | 18.5 | 46,624 | 3.9 | 185,115 | 15.4 | 49,628 | 4.1 | 86,773 | 7.2 | 49,140 | 4.1 | 1,202,209 | 100 |
| 1952 | 505,218 | 41.7 | 234,568 | 19.3 | 56,308 | 4.6 | 219,285 | 18.1 | 45,617 | 3.8 | 105,451 | 8.7 | 45,943 | 3.8 | 1,212,390 | 100 |
| 1951 | 589,149 | 41.5 | 260,360 | 18.3 | 99,140 | 7.0 | 278,098 | 19.6 | 68,937 | 4.9 | 81,073 | 5.7 | 42,254 | 3.0 | 1,419,011 | 100 |
| 1950 | 627,405 | 47.1 | 266,043 | 20.0 | 89,156 | 6.7 | 219,918 | 16.5 | 53,484 | 4.0 | 47,029 | 3.5 | 29,239 | 2.2 | 1,332,274 | 100 |
| 1949 | 513,148 | 45.5 | 279,359 | 24.8 | 84,605 | 7.5 | 173,137 | 15.3 | 37,227 | 3.3 | 23,798 | 2.1 | 17,351 | 1.5 | 1,128,625 | 100 |
| 1948 | 485,088 | 35.6 | 267,720 | 19.6 | 182,500 | 13.4 | 280,535 | 20.6 | 76,711 | 5.6 | 50,023 | 3.7 | 21,279 | 1.5 | 1,363,856 | 100 |
| 1947 | 375,445 | 30.8 | 182,490 | 14.9 | 265,989 | 21.8 | 285,589 | 23.4 | 41,606 | 3.4 | 42,761 | 3.5 | 26,754 | 2.2 | 1,220,634 | 100 |
| 1946 | 330,730 | 35.5 | 88,235 | 9.5 | 247,912 | 26.6 | 200,574 | 21.6 | 24,162 | 2.6 | 25,252 | 2.7 | 13,874 | 1.5 | 930,739 | 100 |

* 1957 figures based on 6,000 lb. and less; 6,001-10,000 lb. due to change in G.V.W. classification.

# Truck-Trailer Production—Percentage of Total by Types, 1950-1957

| | 1957† Prod. | % | 1956 Prod. | % | 1955 Prod. | % | 1954 Prod. | % | 1953 Prod. | % | 1952 Prod. | % | 1951 Prod. | % | 1950 Prod. | % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL TRAILER PRODUCTION | 58,197 | 100.0 | 71,140 | 100.0 | 77,987 | 100.0 | 55,399 | 100.0 | 97,102 | 100.0 | 58,078 | 100.0 | 67,384 | 100.0 | 64,617 | 100.0 |
| Government & Export | 5,822 | 10.1 | 3,738 | 5.3 | 3,386 | 4.3 | 10,177 | 18.7 | ....* | .... | .... | .... | .... | .... | .... | .... |
| All Other Customers | 52,375 | 89.9 | 67,402 | 94.7 | 74,601 | 95.7 | 45,222 | 81.3 | ....* | .... | .... | .... | .... | .... | .... | .... |
| Complete Trailers, Total | 53,930 | 92.6 | 67,480 | 94.8 | 75,227 | 96.5 | 53,105 | 95.9 | 93,796 | 96.6 | 54,693 | 94.2 | 64,119 | 95.2 | 62,270 | 96.3 |
| Vans, Total | 29,064 | 50.0 | 39,254 | 55.1 | 47,585 | 61.0 | 26,185 | 47.3 | 31,969 | 32.8 | 24,043 | 41.4 | 32,571 | 48.3 | 38,257 | 59.2 |
| Insulated and Refrigerated*** | 4,550 | 7.8 | 5,367 | 7.5 | 5,229 | 6.7 | 4,290 | 7.8 | 4,029 | 4.1 | 3,320 | 5.7 | 4,179 | 6.2 | 3,925 | 6.0 |
| Furniture, Total*** | 1,566 | 2.7 | 2,075 | 2.9 | 1,961 | 2.5 | 1,079 | 2.0 | 1,518 | 1.5 | 1,394 | 2.4 | 1,365 | 2.0 | ....** | .... |
| All Other Closed Top Vans*** | 19,309 | 33.2 | 27,736 | 39.0 | 35,633 | 45.7 | 18,688 | 33.5 | 22,590 | 23.2 | 16,785 | 28.9 | 23,673 | 35.1 | 30,368 | 47.1 |
| Open Top, Total*** | 3,000 | 5.2 | 4,076 | 5.7 | 4,762 | 6.1 | 2,128 | 4.0 | 3,832 | 3.9 | 2,544 | 4.4 | 3,355 | 5.0 | 3,964 | 6.1 |
| Tanks, Total | 5,509 | 9.5 | 6,584 | 9.2 | 5,843 | 7.5 | 6,143 | 11.1 | 4,732 | 4.8 | 5,201 | 8.9 | 5,961 | 8.9 | 3,982 | 6.2 |
| Petroleum | 4,501 | 7.0 | 5,511 | 7.7 | 5,125 | 6.5 | 5,477 | 9.9 | 3,917 | 4.0 | 4,365 | 7.5 | 5,319 | 7.9 | 3,688 | 5.9 |
| All Other Tank Trailers | 1,458 | 2.5 | 1,073 | 1.5 | 718 | 1.0 | 666 | 1.2 | 815 | .8 | 836 | 1.4 | 642 | 1.0 | 294 | .4 |
| Pole, Pipe and Logging, Total | 1,016 | 1.7 | 1,886 | 2.6 | 2,202 | 2.9 | 1,349 | 2.4 | 1,623 | 1.7 | 2,395 | 4.1 | 3,004 | 4.5 | 2,512 | 3.9 |
| Single Axle | 382 | .7 | 603 | .8 | 779 | 1.0 | 527 | .9 | 603 | .6 | 991 | 1.7 | 1,231 | 1.8 | 1,434 | 2.2 |
| Tandem Axle | 634 | 1.0 | 1,283 | 1.8 | 1,423 | 1.9 | 822 | 1.5 | 1,020 | 1.1 | 1,404 | 2.4 | 1,773 | 2.7 | 1,078 | 1.7 |
| Platforms, Total | 10,237 | 17.5 | 11,524 | 16.2 | 10,792 | 13.9 | 7,090 | 12.8 | 13,706 | 14.1 | 13,403 | 23.1 | 13,417 | 19.9 | 11,470 | 17.7 |
| Racks, livestock and stake | 2,613 | 4.4 | 921 | 1.3 | 1,143 | 1.4 | 837 | 1.5 | 3,740 | 3.9 | 4,270 | 7.4 | 1,943 | 2.9 | 1,590 | 2.4 |
| Grain bodies, all types | 1,336 | 2.3 | 1,774 | 2.5 | 1,201 | 1.5 | 830 | 1.5 | 907 | .9 | 1,273 | 2.2 | 855 | 1.3 | 642 | 1.0 |
| Platforms, all others | 6,288 | 10.8 | 8,829 | 12.4 | 8,448 | 11.0 | 5,423 | 9.8 | 9,059 | 9.3 | 7,860 | 13.5 | 10,619 | 15.7 | 9,238 | 14.3 |
| Lowbed Heavy Haulers | 2,792 | 4.8 | 3,115 | 4.4 | 2,979 | 3.7 | 3,174 | 5.7 | 5,444 | 5.6 | 5,696 | 9.7 | 4,188 | 6.2 | 1,758 | 2.7 |
| Dump Trailers | 1,936 | 3.3 | 2,238 | 3.2 | 2,028 | 2.6 | 1,090 | 2.0 | 1,182 | 1.2 | 1,026 | 1.7 | 1,321 | 2.0 | 908 | 1.4 |
| All Other Trailers | 3,376 | 5.8 | 2,879 | 4.1 | 3,798 | 4.9 | 8,074 | 14.6 | 35,140 | 36.2 | 2,929 | 5.0 | 3,657 | 5.4 | 3,383 | 5.2 |
| Trailer Chassis Only | 4,267 | 7.4 | 3,660 | 5.2 | 2,760 | 3.5 | 2,294 | 4.1 | 3,306 | 3.4 | 3,385 | 5.8 | 3,265 | 4.8 | 2,347 | 3.7 |
| UNITS SHIPPED, TOTAL | 59,748 | | 67,824 | | 76,468 | | 54,537 | | 96,699 | | 57,973 | | 64,691 | | 65,966 | |
| DOLLAR VALUE OF SHIPMENTS | $300,490,000 | | $329,230,000 | | $371,413,000 | | $245,227,000 | | $294,849,000 | | $228,378,000 | | $245,315,000 | | $229,685,000 | |

* No Breakdown Available
** Combined with All Other Closed Top Vans
*** Steel and Aluminum
† Preliminary

Compiled by: Truck-Trailer Manufacturers Assn., Inc.
From Bureau of Census "Facts for Industry" Reports.

# 1957 Vehicles--Canadian Production Totals by Months

| | January | February | March | First Quarter Total | April | May | June | First Half Total | July | August | September | Nine Month Total | October | November | December | Grand Total, 1957 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| AMERICAN MOTORS | .... | 198 | 308 | 506 | 320 | 440 | 379 | 1,645 | 147 | .... | .... | 1,792 | .... | .... | .... | 1,792 |
| Cars | .... | 198 | 308 | 506 | 320 | 440 | 379 | 1,645 | 147 | .... | .... | 1,792 | .... | .... | .... | 1,792 |
| CHRYSLER CORP. | 10,234 | 9,261 | 10,830 | 30,325 | 9,477 | 8,380 | 7,145 | 55,327 | 6,501 | 2,558 | 610 | 64,996 | 3,917 | 5,314 | 2,572 | 76,799 |
| Cars | 9,533 | 8,422 | 10,073 | 28,028 | 8,519 | 7,564 | 6,620 | 50,731 | 5,783 | 1,909 | 524 | 58,947 | 3,340 | 4,852 | 2,284 | 69,423 |
| Trucks | 701 | 839 | 757 | 2,297 | 958 | 816 | 525 | 4,596 | 718 | 649 | 86 | 6,049 | 577 | 462 | 288 | 7,376 |
| FORD MOTOR CO. | 12,325 | 10,346 | 13,998 | 36,669 | 16,129 | 16,028 | 11,330 | 80,156 | 11,258 | 8,551 | 8,769 | 108,734 | 5,276 | 12,565 | 7,572 | 134,147 |
| Cars | 11,347 | 8,002 | 11,444 | 30,793 | 13,201 | 12,947 | 8,851 | 65,792 | 8,931 | 6,748 | 6,687 | 88,158 | 4,647 | 10,621 | 6,463 | 109,889 |
| Trucks | 978 | 2,344 | 2,554 | 5,876 | 2,928 | 3,081 | 2,479 | 14,364 | 2,327 | 1,803 | 2,082 | 20,576 | 629 | 1,944 | 1,109 | 24,258 |
| GENERAL MOTORS | 20,328 | 15,494 | 18,869 | 54,691 | 20,835 | 21,695 | 17,950 | 115,171 | 16,276 | 7,339 | 68 | 138,854 | 8,864 | 18,993 | 15,256 | 181,967 |
| Cars | 17,107 | 12,639 | 15,798 | 45,544 | 17,724 | 18,449 | 15,635 | 97,352 | 14,201 | 6,389 | 29 | 117,971 | 6,333 | 16,027 | 13,086 | 153,417 |
| Trucks | 3,221 | 2,855 | 3,071 | 9,147 | 3,111 | 3,246 | 2,315 | 17,819 | 2,075 | 950 | 39 | 20,883 | 2,531 | 2,966 | 2,170 | 28,550 |
| STUDEBAKER-PACKARD | 342 | 400 | 440 | 1,182 | 758 | 703 | 712 | 3,355 | 739 | .... | .... | 4,094 | 628 | 504 | 242 | 5,468 |
| Cars | 342 | 400 | 440 | 1,182 | 758 | 703 | 712 | 3,355 | 739 | .... | .... | 4,094 | 628 | 504 | 242 | 5,468 |
| INTERNATIONAL | 1,847 | 651 | 495 | 2,993 | 1,308 | 1,742 | 1,692 | 7,735 | 810 | 462 | 617 | 9,624 | 287 | 518 | 650 | 11,079 |
| Trucks | 1,847 | 651 | 495 | 2,993 | 1,308 | 1,742 | 1,692 | 7,735 | 810 | 462 | 617 | 9,624 | 287 | 518 | 650 | 11,079 |
| Total Cars, Trucks, Canada | 45,076 | 36,350 | 44,940 | 126,366 | 48,827 | 48,988 | 39,208 | 263,389 | 35,731 | 18,910 | 10,064 | 328,094 | 18,972 | 37,894 | 26,292 | 411,252 |

*Studebaker-Packard did not produce trucks in 1957.

Automotive News Estimates.

# Dodge Dealers have a "wagonload" of engineering firsts to sell!

Clothes by I. Magnin

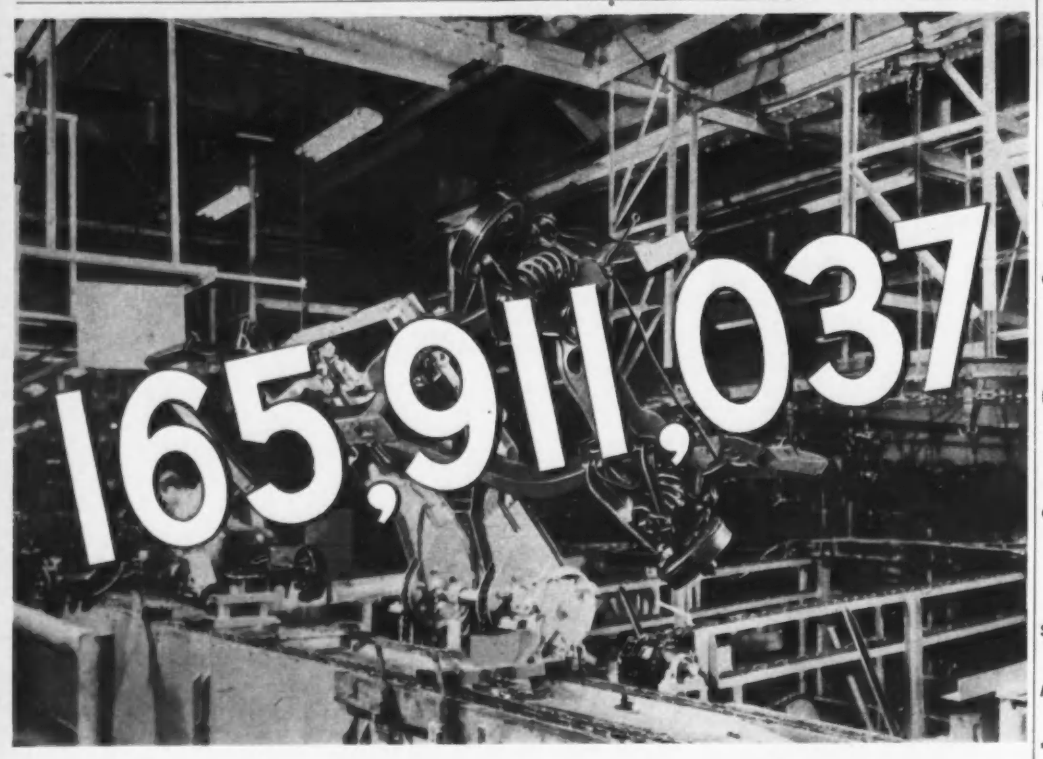
**Observation Lounge has rear-facing third seat and roll-down tailgate window**

## New features, new comfort, new conveniences for America's fast-expanding station wagon market!

One of the clearest trends in the automotive industry today is the rising demand for station wagons. Even among single-car families, the popularity of these dual-purpose models is steadily increasing. But reports also indicate that the public has grown more discriminating. They're insisting on improvements in comfort and conveniences. Realizing this, Dodge has gone "all out" to develop a number of important innovations. These improvements not only give station wagon buyers the features they want, but also give Dodge dealers a real competitive advantage.

**Why do buyers go for Swept-Wing 58's?** Naturally, they like Dodge years-ahead styling. But wagon buyers are invariably practical, too. They like the way Dodge combines maximum cargo space with the smooth riding qualities of a sedan. They really go for that sway-free, dip-free Torsion-Aire suspension that's standard equipment on all models. Another "exclusive" with Dodge in its class is the Observation Lounge with rear-facing third seat that passengers enter easily from the rear. This seat folds down level with the floor and never needs to be removed. That awkward and obsolete tailgate and liftgate arrangement (which most other makes still have) has been replaced by a one-piece design. Now, in Dodge, the rear window is not the old-fashioned "prop-up" type. It *rolls down into the gate*—a real convenience both in ventilating and when loading. There's even a secret locking storage compartment in the rear floor to protect valuables. And with other great advances like Push-Button TorqueFlite, Total-Contact Brakes, and Full-Time Power Steering, Dodge dealers really have a "wagonload" of exclusive features to sell.

**Dodge Division • Chrysler Corporation**




# Factory Sales and Wholesale Value—U. S. Plants

| | PASSENGER CARS | | MOTOR TRUCKS & BUSES | | TOTAL | |
|---|---|---|---|---|---|---|
| | Number | Value | Number | Value | Number | Value |
| 1900 | 4,192 | $ 4,899,443 | ..... | $ ..... | 4,192 | $ 4,899,443 |
| 1901 | 7,000 | 8,183,000 | ..... | ..... | 7,000 | 8,183,000 |
| 1902 | 9,000 | 10,395,000 | ..... | ..... | 9,000 | 10,395,000 |
| 1903 | 11,235 | 13,000,000 | ..... | ..... | 11,235 | 13,000,000 |
| 1904 | 22,130 | 23,357,692 | 700 | 1,272,747 | 22,830 | 24,630,439 |
| 1905 | 24,250 | 38,670,000 | 750 | 1,330,000 | 25,000 | 40,000,000 |
| 1906 | 33,200 | 61,460,000 | 800 | 1,440,000 | 34,000 | 62,900,000 |
| 1907 | 43,000 | 91,620,000 | 1,000 | 1,780,000 | 44,000 | 93,400,000 |
| 1908 | 63,500 | 135,250,000 | 1,500 | 2,550,000 | 65,000 | 137,800,000 |
| 1909 | 123,990 | 159,765,721 | 3,297 | 5,333,683 | 127,287 | 165,099,404 |
| 1910 | 181,000 | 215,340,000 | 6,000 | 9,660,000 | 187,000 | 225,000,000 |
| 1911 | 199,319 | 225,000,000 | 10,681 | 21,000,000 | 210,000 | 246,000,000 |
| 1912 | 356,000 | 335,000,000 | 22,000 | 43,000,000 | 378,000 | 378,000,000 |
| 1913 | 461,500 | 399,902,000 | 23,500 | 44,000,000 | 485,000 | 443,902,000 |
| 1914 | 548,139 | 420,838,378 | 24,900 | 44,219,096 | 573,039 | 465,057,474 |
| 1915 | 895,930 | 575,978,000 | 74,000 | 125,800,000 | 969,930 | 701,778,000 |
| 1916 | 1,525,578 | 921,378,000 | 92,130 | 161,000,000 | 1,617,708 | 1,082,378,000 |
| 1917 | 1,745,792 | 1,053,505,781 | 128,157 | 220,982,668 | 1,873,949 | 1,274,488,449 |
| 1918 | 943,436 | 801,937,925 | 227,250 | 434,168,992 | 1,170,686 | 1,236,106,917 |
| 1919 | 1,651,625 | 1,365,395,415 | 224,731 | 371,422,820 | 1,876,356 | 1,736,818,235 |
| 1920 | 1,905,560 | 1,809,170,963 | 321,789 | 423,249,410 | 2,227,349 | 2,232,420,373 |
| 1921 | 1,468,067 | 1,038,191,037 | 148,052 | 166,070,810 | 1,616,119 | 1,204,261,847 |
| 1922 | 2,274,185 | 1,494,513,991 | 269,991 | 226,049,658 | 2,544,176 | 1,720,563,649 |
| 1923 | 3,624,717 | 2,196,272,116 | 409,295 | 308,537,929 | 4,034,012 | 2,504,810,045 |
| 1924 | 3,185,881 | 1,970,096,559 | 416,659 | 318,580,580 | 3,602,540 | 2,288,677,139 |
| 1925 | 3,735,171 | 2,458,370,026 | 530,659 | 458,400,277 | 4,265,830 | 2,916,770,303 |
| 1926 | 3,692,317 | 2,607,364,519 | 608,617 | 484,823,435 | 4,300,934 | 3,092,187,954 |
| 1927 | 2,936,533 | 2,164,670,891 | 464,793 | 420,130,624 | 3,401,326 | 2,584,801,515 |
| 1928 | 3,775,417 | 2,572,599,143 | 583,342 | 460,108,903 | 4,358,759 | 3,032,708,046 |
| 1929 | 4,455,178 | 2,790,614,309 | 881,909 | 622,533,897 | 5,337,087 | 3,413,148,206 |
| 1930 | 2,787,456 | 1,644,083,152 | 575,364 | 390,752,061 | 3,362,820 | 2,034,835,213 |
| 1931 | 1,948,164 | 1,108,246,698 | 432,262 | 265,444,618 | 2,380,426 | 1,373,691,316 |
| 1932 | 1,103,557 | 616,860,347 | 228,303 | 137,624,157 | 1,331,860 | 754,484,504 |
| 1933 | 1,560,599 | 773,424,963 | 329,218 | 175,380,863 | 1,889,817 | 948,805,826 |
| 1934 | 2,160,865 | 1,140,478,174 | 576,205 | 326,781,688 | 2,737,070 | 1,467,259,862 |
| 1935 | 3,273,874 | 1,707,836,325 | 697,367 | 380,997,330 | 3,971,241 | 2,088,833,655 |
| 1936 | 3,679,242 | 2,014,747,225 | 782,220 | 463,719,466 | 4,461,462 | 2,478,466,691 |
| 1937* | 3,929,203 | 2,240,912,620 | 891,016 | 537,314,633 | 4,820,219 | 2,778,227,253 |
| 1938 | 2,019,566 | 1,241,032,295 | 488,841 | 329,917,646 | 2,508,407 | 1,570,949,941 |
| 1939 | 2,888,512 | 1,770,231,597 | 700,377 | 489,786,701 | 3,588,889 | 2,260,018,298 |
| 1940 | 3,717,385 | 2,370,654,083 | 754,901 | 567,820,414 | 4,472,286 | 2,938,474,497 |
| 1941 | 3,779,682 | 2,567,205,996 | 1,060,820 | 1,069,799,855 | 4,840,502 | 3,637,005,851 |
| 1942 | 222,862 | 163,813,559 | 818,662 | 1,427,456,801 | 1,041,524 | 1,591,270,360 |
| 1943 | 139 | 101,799 | 699,689 | 1,451,794,475 | 699,828 | 1,451,896,274 |
| 1944 | 610 | 446,704 | 737,524 | 1,700,928,939 | 738,134 | 1,701,375,643 |
| 1945 | 69,532 | 57,254,655 | 655,683 | 1,181,955,532 | 725,215 | 1,239,210,187 |
| 1946 | 2,148,699 | 1,979,781,084 | 940,866 | 1,043,247,276 | 3,089,565 | 3,023,028,360 |
| 1947 | 3,558,178 | 3,936,017,000 | 1,239,443 | 1,731,713,000 | 4,797,621 | 5,667,730,000 |
| 1948 | 3,909,270 | 4,870,423,000 | 1,376,274 | 1,880,475,000 | 5,285,544 | 6,750,898,000 |
| 1949 | 5,119,466 | 6,650,857,000 | 1,134,185 | 1,394,035,000 | 6,253,651 | 8,044,892,000 |
| 1950 | 6,665,863 | 8,468,137,000 | 1,337,193 | 1,707,748,000 | 8,003,056 | 10,175,885,000 |
| 1951† | 5,338,435 | 7,241,275,000 | 1,426,828 | 2,323,859,000 | 6,765,263 | 9,565,134,000 |
| 1952 | 4,320,794 | 6,455,114,000 | 1,218,165 | 2,319,789,000 | 5,538,959 | 8,774,903,000 |
| 1953 | 6,116,948 | 9,002,580,000 | 1,206,266 | 2,089,060,000 | 7,323,214 | 11,091,640,000 |
| 1954 | 5,558,897 | 8,218,094,000 | 1,042,174 | 1,660,019,000 | 6,601,071 | 9,878,113,000 |
| 1955 | 7,920,186 | 12,452,871,000 | 1,249,090 | 2,020,973,000 | 9,169,276 | 14,473,844,000 |
| 1956 | 5,816,109 | 9,754,971,000 | 1,104,481 | 2,077,432,000 | 6,920,590 | 11,832,403,000 |
| 1957† | 6,113,344 | 11,500,000,000 | 1,100,839 | 2,075,000,000 | 7,214,183 | 13,575,000,000 |
| TOTALS | 135,630,279 | 137,910,190,185 | 30,280,758 | 38,598,270,984 | 165,911,037 | 176,508,461,169 |

†Preliminary estimate.

NOTES: Passenger car and truck totals, units and value, have been revised for years 1928 to 1939 inclusive, in order to make the classifications of all vehicles comparable with the post-War II years 1946 to date. In addition, some other adjustments have been made making for greater accuracy and comparability in units and value from 1928 to date.

A substantial part of the trucks and buses reported comprises chassis only, without bodies; hence the value of bodies for these chassis is not included.

Federal excise taxes are excluded in all years.

Table above includes sales of military vehicles.

*Beginning with year 1937, standard equipment is included in the values reported.

SOURCE: Automobile Manufacturers' Association.

# Production Versus Registrations By Makes for 1957

## Passenger Cars

| | Total 1957 Production | Percent of Total Production | Percent of Production Registered | Total 1957 Registrations | Percent of Total 1957 Registrations |
|---|---|---|---|---|---|
| AMERICAN MOTORS | 114,084 | 1.86 | 102.85 | 117,330 | 1.96 |
| Hudson | 1,345 | .02 | 341.71 | 4,596 | .07 |
| Nash | 3,561 | .06 | 266.05 | 9,474 | .16 |
| Rambler | 109,178 | 1.78 | 94.58 | 103,260* | 1.73 |
| CHRYSLER | 1,222,338 | 19.99 | 89.69 | 1,096,359 | 18.33 |
| Chrysler | 118,733 | 1.94 | 89.64 | 106,436 | 1.78 |
| DeSoto | 117,747 | 1.93 | 88.25 | 103,915 | 1.74 |
| Dodge | 292,386 | 4.78 | 88.06 | 257,488 | 4.31 |
| Imperial | 37,946 | .62 | 87.01 | 33,017 | .55 |
| Plymouth | 655,526 | 10.72 | 90.84 | 595,503 | 9.95 |
| FORD | 1,889,710 | 30.90 | 96.21 | 1,818,169 | 30.39 |
| Continental | 444 | .01 | 560.81 | 2,490 | .04 |
| Edsel | 54,607 | .89 | 48.86 | 26,681 | .44 |
| Ford | 1,522,406 | 24.90 | 98.11 | 1,493,617 | 24.97 |
| Lincoln | 37,426 | .61 | 93.00 | 34,808 | .58 |
| Mercury | 274,827 | 4.49 | 94.81 | 260,573 | 4.36 |
| GENERAL MOTORS | 2,816,433 | 46.06 | 95.28 | 2,683,365 | 44.86 |
| Buick | 407,271 | 6.66 | 96.88 | 394,553 | 6.60 |
| Cadillac | 153,236 | 2.51 | 92.15 | 141,209 | 2.36 |
| Chevrolet | 1,522,537 | 24.90 | 95.65 | 1,456,288 | 24.34 |
| Oldsmobile | 390,091 | 6.38 | 95.26 | 371,596 | 6.21 |
| Pontiac | 343,298 | 5.61 | 93.13 | 319,719 | 5.35 |
| S-P | 72,889 | 1.19 | 92.96 | 67,754 | 1.13 |
| Packard | 5,495 | .09 | 94.43 | 5,189 | .09 |
| Studebaker | 67,394 | 1.10 | 92.83 | 62,565 | 1.04 |
| MISCELLANEOUS | | | | 199,365 | 3.33 |
| TOTALS | 6,115,454 | 100.00 | 97.82 | 5,982,342 | 100.00 |

* Includes Metropolitan.

## Commercial Cars

| | Total 1957 Production | Percent of Total Production | Percent of Production Registered | Total 1957 Registrations | Percent of Total 1957 Registrations |
|---|---|---|---|---|---|
| CHEVROLET | 351,738 | 32.46 | 82.72 | 290,960 | 33.91 |
| DIAMOND T | 5,845 | .54 | 59.40 | 3,472 | .40 |
| DODGE | 76,601 | 7.07 | 64.53 | 49,431 | 5.76 |
| FORD | 337,126 | 31.11 | 82.25 | 277,301 | 32.32 |
| GMC | 69,526 | 6.42 | 89.41 | 62,165 | 7.24 |
| INTERNATIONAL | 121,775 | 11.24 | 79.62 | 96,956 | 11.30 |
| MACK | 17,683 | 1.63 | 75.28 | 13,312 | 1.55 |
| STUDEBAKER | 9,374 | .86 | 69.84 | 6,547 | .76 |
| WHITE | 18,775 | 1.73 | 66.53 | 12,491 | 1.46 |
| WILLYS | 68,295 | 6.30 | 32.22 | 22,005 | 2.56 |
| MISCELLANEOUS | 6,932* | .64 | 338.21 | 23,445** | 2.74 |
| TOTALS | 1,083,670 | 100.00 | 79.18 | 858,085 | 100.00 |

* Miscellaneous includes Divco.
**Miscellaneous includes Reo and Brockway.

*Excise, Dealer Handling Included . . .*

# 4-Door Sedan Prices, '58 vs. '57

(Lowest-priced V-8 model in each line)

| | 1958 | 1957 | Increase |
|---|---|---|---|
| AMERICAN MOTORS | | | |
| Rambler | $2,342.00 | $2,252.60 | $ 89.40 |
| CHRYSLER CORP. | | | |
| Chrysler | 3,129.00 | 3,088.00 | 41.00 |
| DeSoto | 2,818.50 | 2,777.25 | 41.25 |
| Dodge | 2,637.00 | 2,558.50 | 78.50 |
| Imperial | 4,945.00 | 4,837.50 | 107.50 |
| Plymouth | 2,276.75 | 2,154.75 | 122.00 |
| FORD MOTOR CO. | | | |
| Continental | 6,072.00 | * | ..... |
| Edsel | 2,592.00 | ..... | ..... |
| Ford | | | |
| Custom | (Not Offered) | 2,141.88 | ..... |
| Custom 300 | 2,245.76 | 2,256.56 | ** |
| Lincoln | 4,951.00 | 4,794.00 | 157.00 |
| Mercury | | | |
| Medalist | 2,617.00 | (Not Offered) | ..... |
| Monterey | 2,721.00 | 2,644.80 | 76.20 |
| GENERAL MOTORS | | | |
| Buick | 2,700.00 | 2,659.83 | 40.17 |
| Cadillac | 4,891.00 | 4,780.96 | 110.04 |
| Chevrolet | 2,262.00 | 2,148.32 | 113.68 |
| Oldsmobile | 2,837.00 | 2,798.47 | 38.53 |
| Pontiac | 2,638.00 | 2,527.39 | 110.61 |
| STUDEBAKER-PACKARD | | | |
| Packard | 3,212.00 | 3,212.00 | ..... |
| Studebaker | | | |
| Commander Custom | (Not Offered) | 2,173.29 | ..... |
| Commander Deluxe | 2,378.00 | 2,295.09 | 82.91 |

—Advertised-delivered prices. Copyright. 1958. by Automotive News.

* No Continental 4-door sedan in 1957.

** 1957 and 1958 Custom 300 models are not directly comparable.

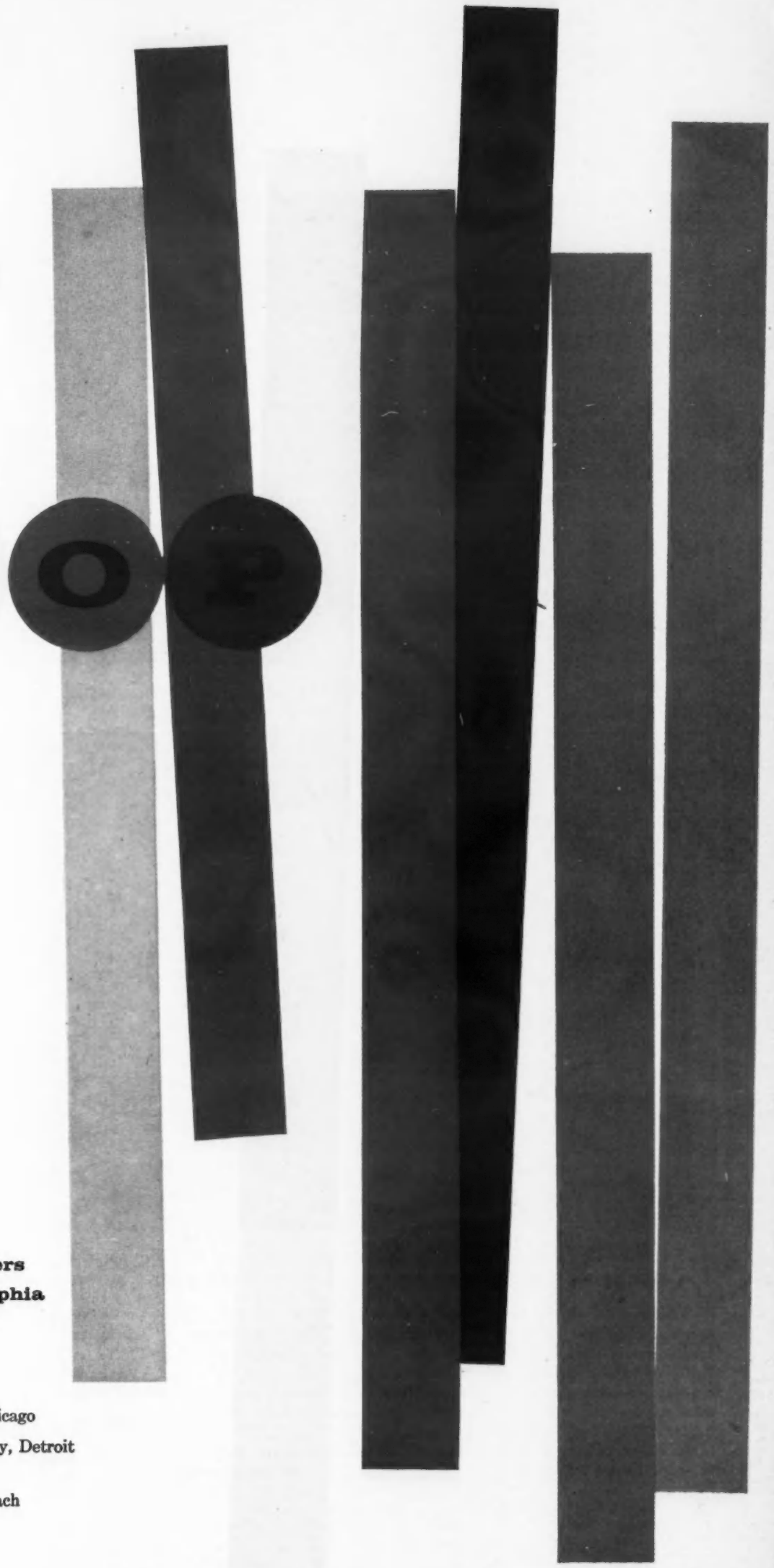
*How Each Geographical Section Fared . . .*

# U. S. Car Output by Areas — '55-'57

| | Pct. of 1957 Total | Pct. of 1956 Total | Pct. of 1955 Total | Gain or Loss 1955-56 | Gain or Loss 1956-57 | Gain or Loss 1955-57 |
|---|---|---|---|---|---|---|
| Midwest | 48.85 | 46.70 | 47.10 | 0.40 | 2.15 | 1.75 |
| East | 18.84 | 20.40 | 19.40 | 1.00 | 1.56 | 0.56 |
| West | 10.42 | 10.20 | 10.10 | 0.10 | 0.22 | 0.32 |
| Plains | 9.64 | 10.30 | 10.30 | 0.00 | 0.66 | 1.26 |
| South | 9.00 | 9.00 | 8.90 | 0.10 | ..... | 0.10 |
| Southwest | 3.25 | 3.40 | 3.60 | 0.20 | 0.15 | 0.35 |
| | 100.00 | 100.00 | 100.00 | ..... | ..... | ..... |

# EVENING AND SUNDAY-

## THE BULLETIN PUBLISHES THE LARGEST AMOUNT OF COLOR ADVERTISING IN PHILADELPHIA




To help build sales in the prosperous Greater Philadelphia market, advertisers continue to make increasing use of R.O.P. spot and full color in Philadelphia's home newspaper—The Evening and Sunday Bulletin.

In this newspaper they get complete color service—seven days a week. And they get a quality of reproduction that won for The Bulletin two first prizes in the 2nd Annual Newspaper R.O.P. Color Conference.

**The Bulletin goes home... delivers more copies to Greater Philadelphia families every seven days than any other newspaper**

***Advertising Offices:*** Philadelphia • New York • Chicago

***Representatives:*** Sawyer Ferguson Walker Company, Detroit
Atlanta • Los Angeles • San Francisco • Seattle

***Florida Resorts:*** The Leonard Company, Miami Beach

**IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN**

# DELCO HAS THE FIRST CAR RADIO that's PORTABLE

***INSIDE YOUR CAR,*** *this all-transistor engineering masterpiece combines with a powerful built-in audio system, antenna, and big, full-range speaker for the finest in car radio performance.*

***OUTSIDE YOUR CAR,*** *you have an all-transistor portable radio complete with its own speaker, antenna and batteries. It goes where you go, plays where you play.*

IT'S ALL-TRANSISTOR AND IT'S PORTABLE! . . . a car radio that plays *anywhere*, inside your car or out of it. It's one of Delco Radio's most exciting developments in a long string of electronic "firsts." While locked in the instrument panel, this versatile radio operates off the car's electrical system, uses the car's built-in audio system, speaker and antenna for the finest tone possible in car radios. When you slip it out of the instrument panel, it's a self-contained unit with its own speaker, antenna, carrying handle, and batteries.

This rugged, dual-purpose radio is equipped with tiny transistors that take up less space, use 90% less power, and last for years and years! It plays without warmup or mechanical noises. And, in the car, it provides greater tonal range, volume and clarity than the most expensive vacuum tube sets.

The Delco portable car radio is moderately priced and available on the 1958 Pontiac and Oldsmobile. Ask your new car dealer today about the only car radio that goes where you go—plays where you play.

**DELCO RADIO**
Division of General Motors • Kokomo, Indiana
WORLD LEADER IN AUTO RADIO

GM FORWARD FROM FIFTY

as advertised in The Saturday Evening Post

# Motor Vehicle Manufacture and Use, 1904-1957

| | MOTOR VEHICLE PRODUCTION (FACTORY SALES) | | | | | | | | MOTOR VEHICLE REGISTRATIONS | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Passenger Cars | | Motor Trucks | | Total | | Replacement Parts and Accessories Wholesale Value, Domestic Market | Motor Dealers, Vehicle Number (Yr. End) | Passenger† Cars | Motor Trucks | Total** | Vehicle Miles Traveled (000,000 omitted) | Special Motor User Taxes |
| | Number | Wholesale Value (000 omit'd) | Number** | Wholesale Value | Number | Wholesale Value | | | | | | | |
| 1904 | 22,130 | $ 23,357 | 700 | $ 1,272,000 | 22,830 | $ 24,630,000 | ..... | ..... | 54,500 | 700 | 55,290 | ..... | .... |
| 1909 | 123,990 | 159,765 | 3,297 | 5,333,000 | 127,287 | 165,099,000 | ..... | 8,402 | 305,950 | 6,050 | 312,000 | ..... | .... |
| 1914 | 548,139 | 420,838 | 24,900 | 44,219,000 | 573,039 | 465,057,000 | ..... | 17,353 | 1,664,003 | 99,015 | 1,763,018 | ..... | .... |
| 1919 | 1,651,625 | 1,365,395 | 224,731 | 371,422,000 | 1,876,356 | 1,736,818,000 | ..... | 30,771 | 6,679,133 | 897,755 | 7,576,888 | ..... | .... |
| 1920 | 1,905,560 | 1,809,170 | 321,789 | 423,249,000 | 2,227,349 | 2,232,420,000 | ..... | ..... | 8,131,522 | 1,107,639 | 9,239,161 | ..... | .... |
| 1921 | 1,468,067 | 1,038,191 | 148,052 | 166,070,000 | 1,616,199 | 1,204,261,000 | ..... | ..... | 9,212,158 | 1,281,508 | 10,493,666 | 55,000 | $ 275 |
| 1922 | 2,274,185 | 1,494,513 | 269,991 | 226,049,000 | 2,544,176 | 1,720,563,000 | ..... | ..... | 10,704,076 | 1,569,523 | 12,273,599 | ..... | 331 |
| 1923 | 3,624,717 | 2,196,272 | 409,295 | 308,537,000 | 4,034,012 | 2,504,810,000 | ..... | ..... | 13,253,019 | 1,849,086 | 15,102,105 | ..... | 440 |
| 1924 | 3,185,881 | 1,970,096 | 416,659 | 318,580,000 | 3,602,540 | 2,288,677,000 | ..... | 46,072 | 15,436,102 | 2,176,838 | 17,612,940 | ..... | 507 |
| 1925 | 3,735,171 | 2,458,370 | 530,659 | 458,400,000 | 4,254,830 | 2,916,770,000 | ..... | ..... | 17,439,701 | 2,483,215 | 19,940,724 | ..... | 597 |
| 1926 | 3,692,317 | 2,607,365 | 608,617 | 484,823,000 | 4,300,934 | 3,092,187,000 | ..... | ..... | 19,220,885 | 2,807,354 | 22,052,559 | 141,000 | 622 |
| 1927 | 2,936,533 | 2,164,670 | 464,793 | 420,130,000 | 3,401,326 | 2,584,801,000 | ..... | ..... | 20,142,120 | 2,969,780 | 23,139,559 | ..... | 676 |
| 1928 | 3,775,417 | 2,572,599 | 583,342 | 460,108,903 | 4,358,759 | 3,032,708,046 | ..... | 51,471 | 21,308,159 | 3,171,542 | 24,511,683 | ..... | 717 |
| 1929 | 4,455,178 | 2,790,614 | 881,909 | 622,533,897 | 5,337,087 | 3,413,148,206 | ..... | 42,488 | 23,060,421 | 3,408,088 | 26,502,508 | ..... | 849 |
| 1930 | 2,787,456 | 1,644,083 | 575,364 | 390,752,061 | 3,362,820 | 2,034,835,213 | ..... | 48,658 | 22,972,745 | 3,518,747 | 26,531,999 | ..... | 924 |
| 1931 | 1,948,164 | 1,108,246 | 432,262 | 265,444,618 | 2,380,426 | 1,373,691,316 | ..... | 43,708 | 22,330,402 | 3,489,756 | 25,862,038 | 216,000 | 960 |
| 1932 | 1,103,557 | 616,860 | 228,303 | 137,624,157 | 1,331,860 | 754,484,504 | ..... | 39,370 | 20,832,357 | 3,256,776 | 24,132,609 | ..... | 990 |
| 1933 | 1,560,599 | 773,424 | 329,218 | 175,380,863 | 1,889,817 | 948,805,826 | $ 234,000,000 | 35,265 | 20,586,284 | 3,245,505 | 23,876,707 | ..... | 1,126 |
| 1934 | 2,160,865 | 1,140,478 | 576,205 | 326,781,688 | 2,737,070 | 1,467,259,862 | 300,000,000 | 37,238 | 21,472,078 | 3,430,396 | 24,954,004 | ..... | 1,199 |
| 1935 | 3,273,874 | 1,707,836 | 697,367 | 380,997,330 | 3,971,241 | 2,088,833,655 | 373,000,000 | 41,201 | 22,494,884 | 3,675,865 | 26,229,743 | ..... | 1,299 |
| 1936 | 3,679,242 | 2,014,747 | 782,220 | 463,719,466 | 4,661,462 | 2,478,466,691 | 454,000,000 | 43,461 | 24,108,236 | 4,001,464 | 28,172,318 | 252,000 | 1,458 |
| 1937 | 3,929,203 | 2,240,912 | 891,016 | 537,314,633 | 4,820,219 | 2,778,227,253 | 462,000,000 | 46,224 | 25,390,773 | 4,249,219 | 29,706,158 | 270,000 | 1,605 |
| 1938 | 2,019,566 | 1,241,032 | 488,841 | 329,917,646 | 2,508,407 | 1,570,949,941 | 361,000,000 | 41,992 | 25,167,030 | 4,210,477 | 29,442,705 | 271,000 | 1,550 |
| 1939 | 2,888,512 | 1,770,231 | 700,377 | 489,786,701 | 3,588,889 | 2,260,018,298 | 460,000,000 | 41,870 | 26,139,526 | 4,406,702 | 30,615,087 | 285,000 | 1,693 |
| 1940 | 3,717,385 | 2,370,654 | 754,901 | 567,820,414 | 4,472,286 | 2,938,474,497 | 553,000,000 | 41,790 | 27,372,397 | 4,590,386 | 32,035,424 | 302,000 | 1,873 |
| 1941 | 3,779,682 | 2,567,205 | 1,060,820 | 1,069,799,855 | 4,840,502 | 3,637,005,851 | 718,000,000 | 40,537 | 29,524,101 | 4,859,244 | 34,472,145 | 333,000 | 2,186 |
| 1942 | 222,862 | 163,813 | 818,662 | 1,427,456,801 | 1,041,524 | 1,591,270,360 | 472,000,000 | 34,270 | 27,976,259 | 4,887,067 | 33,002,600 | 267,000 | 2,066 |
| 1943 | 139 | 101 | 699,689 | 1,451,794,475 | 699,828 | 1,451,896,274 | 528,000,000 | 33,000 | 26,009,073 | 4,726,737 | 30,888,134 | 207,000 | 1,659 |
| 1944 | 610 | 446 | 737,524 | 1,700,928,939 | 738,134 | 1,701,375,643 | 789,000,000 | 31,930 | 25,566,464 | 4,760,250 | 30,479,306 | 212,000 | 1,718 |
| 1945 | 69,532 | 57,254 | 655,683 | 1,181,955,532 | 725,215 | 1,239,210,187 | 1,038,000,000 | 32,439 | 25,793,493 | 5,079,802 | 31,035,420 | 249,000 | 1,926 |
| 1946 | 2,148,699 | 1,979,781 | 940,866 | 1,043,247,276 | 3,089,565 | 3,023,028,360 | 1,750,000,000 | 36,354 | 28,213,336 | 5,986,081 | 34,373,002 | 341,000 | 2,570 |
| 1947 | 3,558,178 | 3,936,017 | 1,239,443 | 1,731,713,000 | 4,797,621 | 5,667,730,000 | 2,309,000,000 | 40,410 | 30,845,350 | 6,808,691 | 37,841,498 | 371,000 | 3,075 |
| 1948 | 3,909,270 | 4,870,423 | 1,376,274 | 1,880,475,000 | 5,285,544 | 6,750,898,000 | 2,451,000,000 | 43,004 | 33,350,894 | 7,537,911 | 41,085,531 | 398,000 | 3,473 |
| 1949 | 5,119,466 | 6,650,857 | 1,134,185 | 1,394,035,000 | 6,253,651 | 8,044,892,000 | 1,810,000,000 | 49,173 | 36,453,351 | 8,028,016 | 44,690,296 | 424,000 | 3,825 |
| 1950 | 6,665,863 | 8,468,137 | 1,337,193 | 1,707,748,000 | 8,003,056 | 10,175,885,000 | 1,882,000,000 | 45,918 | 40,333,591 | 8,637,969 | 49,195,212 | 458,000 | 4,359 |
| 1951 | 5,338,435 | 7,241,275 | 1,426,828 | 2,323,859,000 | 6,765,263 | 9,565,134,000 | 1,399,000,000 | 46,251 | 42,682,591 | 9,035,754 | 51,948,806 | 491,000 | 4,704 |
| 1952 | 4,320,794 | 6,455,114 | 1,218,165 | 2,319,789,000 | 5,538,959 | 8,774,903,000 | 2,164,000,000 | 46,271 | 43,810,531 | 9,243,820 | 53,294,493 | 514,000 | 5,331 |
| 1953 | 6,116,948 | 9,002,580 | 1,206,266 | 2,089,060,000 | 7,323,214 | 11,091,640,000 | 1,892,000,000 | 48,155 | 46,460,094 | 9,608,936 | 56,313,281 | 544,000 | 5,992 |
| 1954 | 5,558,897 | 8,218,094 | 1,042,174 | 1,660,019,000 | 6,601,071 | 9,878,113,000 | 1,683,000,000 | 47,468 | 48,498,870 | 9,848,718 | 58,595,934 | 561,000 | 6,303 |
| 1955 | 7,920,186 | 12,452,871 | 1,249,090 | 2,020,973,000 | 9,169,276 | 14,473,844,000 | 1,805,000,000 | 44,604 | 52,173,234 | 10,365,266 | 62,793,749 | 603,434 | 7,296 |
| 1956 | 5,816,109 | 9,754,971 | 1,104,481 | 2,077,432,000 | 6,920,590 | 11,832,403,000 | 1,827,000,000 | 41,785 | 52,258,234 | 10,587,161 | 62,760,395 | 628,381 | 7,964 |
| 1957* | 6,113,344 | 11,500,000 | 1,100,839 | 2,075,000,000 | 7,214,183 | 13,575,000,000 | 2,000,000,000 | 40,311 | 51,432,460 | 9,775,950 | 61,208,410 | 642,500 | 8,250 |

*Preliminary. **Includes buses. †Publicly owned vehicles included since 1942.

Source: Automobile Manufacturers Assn.

# Motor Vehicle Factory Sales from Plants in U. S., Canada

| | PLANTS IN UNITED STATES | | | | PLANTS IN CANADA (Including imports from U. S.) | | | U. S. and Canada Net Total |
|---|---|---|---|---|---|---|---|---|
| | U. S. Total | Exports to Canada | Other Exports | Net U. S. Markets | Canada Total | Exports | Canadian Market | |
| **PASSENGER CARS:** | | | | | | | | |
| December 1956 | 617,599 | 2,457 | 16,748 | 598,394 | 41,569 | 2,314 | 39,255 | 656,711 |
| 12 Months, 1956 | 5,816,109 | 36,567 | 156,141 | 5,623,401 | 409,540 | 24,528 | 385,012 | 6,189,082 |
| January 1957 | 628,045 | 2,127 | 15,240 | 610,678 | 37,761 | 1,641 | 36,120 | 663,679 |
| February | 570,023 | 1,692 | 11,401 | 556,930 | 17,177 | 1,811 | 15,366 | 585,508 |
| March | 585,734 | 2,125 | 14,367 | 569,242 | 56,011 | 2,150 | 53,861 | 639,620 |
| April | 541,733 | 2,238 | 13,185 | 526,310 | 41,636 | 2,445 | 39,191 | 581,131 |
| May | 537,112 | 1,551 | 12,802 | 522,759 | 40,996 | 1,957 | 39,039 | 576,557 |
| June | 496,329 | 694 | 10,795 | 484,840 | 31,503 | 1,800 | 29,703 | 527,138 |
| July | 484,718 | 245 | 9,838 | 474,635 | 29,026 | 1,858 | 27,168 | 513,499 |
| August | 521,282 | 319 | 7,673 | 513,290 | 17,489 | 1,292 | 16,197 | 538,452 |
| September | 318,279 | 155 | 3,116 | 315,008 | 8,609 | 483 | 8,126 | 326,733 |
| October | 291,064 | 1,204 | 7,350 | 282,510 | 11,049 | 1,412 | 9,637 | 300,909 |
| November | 583,783 | 2,300 | 21,342 | 560,141 | 31,676 | 2,097 | 29,579 | 613,159 |
| December | 555,242 | 1,922 | 16,951 | 536,369 | 33,189 | 2,671 | 30,518 | 586,509 |
| 12 Months, 1957 | 6,113,344 | 16,572 | 144,060 | 5,952,712 | 356,122 | 21,617 | 334,505 | 6,452,894 |
| **MOTOR TRUCKS:** | | | | | | | | |
| December 1956 | 82,913 | 643 | 16,147 | 66,123 | 7,844 | 599 | 7,245 | 90,114 |
| 12 Months, 1956 | 1,100,417 | 10,900 | 194,330 | 895,187 | 106,694 | 8,463 | 98,231 | 1,196,211 |
| January 1957 | 91,117 | 545 | 17,364 | 73,208 | 5,970 | 112 | 5,858 | 96,542 |
| February | 91,767 | 642 | 17,432 | 73,693 | 7,505 | 782 | 6,723 | 98,630 |
| March | 91,703 | 655 | 17,525 | 73,523 | 8,240 | 815 | 7,425 | 99,288 |
| April | 105,175 | 592 | 20,173 | 84,410 | 9,578 | 884 | 8,694 | 114,161 |
| May | 102,812 | 731 | 19,151 | 82,930 | 9,395 | 1,049 | 8,346 | 111,476 |
| June | 94,321 | 542 | 16,920 | 76,859 | 7,019 | 720 | 6,299 | 100,798 |
| July | 96,048 | 455 | 18,737 | 76,856 | 6,202 | 643 | 5,559 | 101,795 |
| August | 90,152 | 374 | 15,566 | 74,212 | 4,244 | 497 | 3,747 | 94,022 |
| September | 63,131 | 435 | 11,680 | 51,016 | 3,942 | 529 | 3,413 | 66,638 |
| October | 88,879 | 413 | 14,759 | 73,707 | 4,423 | 5 | 4,418 | 92,889 |
| November | 94,574 | 268 | 15,378 | 78,928 | 5,445 | 568 | 4,877 | 99,751 |
| December | 87,327 | 366 | 14,931 | 72,030 | 4,557 | 404 | 4,153 | 91,518 |
| 12 Months, 1957 | 1,097,006 | 6,018 | 199,616 | 891,372 | 76,520 | 7,008 | 69,512 | 1,167,508 |
| **MOTOR COACHES:** | | | | | | | | |
| December 1956 | 228 | 45 | 80 | 103 | 58 | ... | 3 | 241 |
| 12 Months, 1956 | 4,064 | 268 | 179 | 3,617 | 466 | ... | 466 | 4,262 |
| January 1957 | 269 | 11 | 1 | 257 | 15 | ... | 15 | 273 |
| February | 238 | 4 | ... | 234 | 16 | ... | 16 | 250 |
| March | 341 | 29 | 5 | 307 | 72 | ... | 72 | 384 |
| April | 506 | 50 | 46 | 410 | 77 | ... | 77 | 533 |
| May | 462 | 64 | 89 | 309 | 135 | ... | 135 | 533 |
| June | 389 | 8 | 49 | 332 | 34 | ... | 34 | 415 |
| July | 309 | 6 | 1 | 302 | 14 | ... | 14 | 317 |
| August | 315 | 28 | 6 | 281 | 57 | ... | 57 | 344 |
| September | 243 | 5 | 51 | 187 | 54 | ... | 54 | 292 |
| October | 233 | ... | 1 | 232 | 27 | ... | 27 | 260 |
| November | 241 | 30 | 5 | 206 | 21 | ... | 21 | 232 |
| December | 287 | 28 | 6 | 253 | 39 | ... | 39 | 298 |
| 12 Months, 1957 | 3,833 | 263 | 260 | 3,310 | 561 | ... | 561 | 4,131 |
| **TOTAL MOTOR VEHICLES:** | | | | | | | | |
| December 1956 | 700,740 | 3,145 | 32,975 | 664,620 | 49,471 | 2,913 | 46,558 | 747,066 |
| 12 Months, 1956 | 6,920,590 | 47,735 | 350,650 | 6,522,205 | 516,700 | 32,991 | 483,709 | 7,389,555 |
| January 1957 | 719,431 | 2,683 | 32,605 | 684,143 | 43,746 | 1,753 | 41,993 | 760,494 |
| February | 662,028 | 2,338 | 28,833 | 630,857 | 24,698 | 2,593 | 22,105 | 684,388 |
| March | 677,778 | 2,809 | 31,897 | 643,072 | 64,323 | 2,965 | 61,358 | 739,292 |
| April | 647,414 | 2,880 | 33,404 | 611,130 | 51,291 | 3,329 | 47,962 | 695,825 |
| May | 640,386 | 2,346 | 32,042 | 605,998 | 50,526 | 3,006 | 47,520 | 688,566 |
| June | 591,039 | 1,244 | 27,764 | 562,031 | 38,556 | 2,520 | 36,036 | 628,351 |
| July | 581,075 | 706 | 28,576 | 551,793 | 35,242 | 2,501 | 32,741 | 615,611 |
| August | 611,749 | 721 | 23,245 | 587,783 | 21,790 | 1,789 | 20,001 | 632,818 |
| September | 381,653 | 595 | 14,847 | 366,211 | 12,605 | 1,012 | 11,593 | 393,663 |
| October | 380,176 | 1,617 | 22,110 | 356,449 | 15,499 | 1,417 | 14,082 | 394,058 |
| November | 678,598 | 2,598 | 36,725 | 639,275 | 37,142 | 2,665 | 34,477 | 713,142 |
| December | 642,856 | 2,316 | 31,888 | 608,652 | 37,785 | 3,075 | 34,710 | 678,325 |
| 12 Months, 1957 | 7,214,183 | 22,853 | 343,936 | 6,847,394 | 433,203 | 28,625 | 404,578 | 7,624,533 |

Source: Automobile Manufacturers Assn.

***How They Fared in Canada . . .***

## 12 Months' Car Output—'57 vs. '56

| | Total Output, 1957 | Pct. of Total Cars | Total Output, 1956 | Pct. of Total Cars | Gain or Loss |
|---|---|---|---|---|---|
| Chrysler Corp. | 69,423 | 20.42 | 92,164 | 24.63 | —4.21 |
| Ford Motor Co. | 109,869 | 32.32 | 119,593 | 31.96 | +0.36 |
| General Motors | 153,417 | 45.12 | 148,179 | 39.60 | +5.52 |
| Total, Big 3 | 332,729 | 97.86 | 359,941 | 96.19 | +1.67 |
| American Motors | 1,792 | 0.53 | 5,584 | 1.49 | —0.96 |
| S-P Corp. | 5,468 | 1.61 | 8,682 | 2.32 | —0.71 |
| Total, Little 2 | 7,260 | 2.14 | 14,266 | 3.81 | —1.67 |
| Total Cars, Canada | 339,989 | 100.00 | 374,207 | 100.00 | ..... |

• • •

## 12 Months' Truck Output—'57 vs. '56

| | Total Output, 1957 | Pct. of Total Trucks | Total Output, 1956 | Pct. of Total Trucks | Gain or Loss |
|---|---|---|---|---|---|
| Chrysler Corp. | 7,576 | 10.35 | 12,772 | 12.96 | —2.61 |
| Ford Motor | 24,258 | 34.44 | 29,268 | 29.70 | +4.34 |
| General Motors | 28,550 | 40.06 | 40,629 | 41.23 | —1.16 |
| International | 11,079 | 15.55 | 15,900 | 16.12 | —0.57 |
| Total Trucks, Canada | 71,263 | 100.00 | 98,569 | 100.00 | ..... |
| Combined Total, Cars-Trucks, Canada | 411,252 | ..... | 472,766 | ..... | ..... |

***Each Maker's Share . . .***

## Model-Run Output—'57 vs. '56

**(U. S. Production)**

| | 1957 Model-Run Output | Pct. of Total Output | 1956 Model-Run Output | Pct. of Total Output | Gain or Loss |
|---|---|---|---|---|---|
| **CHRYSLER CORP.** | 1,213,363 | 19.54 | 1,006,070 | 15.98 | +3.56 |
| Chrysler | 115,420 | 1.86 | 120,709 | 1.92 | —0.06 |
| Imperial | 35,754 | 0.58 | 10,685 | 0.17 | +0.41 |
| DeSoto | 122,040 | 1.96 | 112,883 | 1.79 | +0.17 |
| Dodge | 289,141 | 4.66 | 240,966 | 3.83 | +0.83 |
| Plymouth | 650,978 | 10.48 | 520,877 | 8.27 | +2.21 |
| **FORD MOTOR** | 2,002,216 | 32.24 | 1,849,412 | 29.38 | +2.86 |
| Continental | 587 | 0.01 | 2,413 | 0.04 | —0.03 |
| Ford | 1,674,343 | 26.96 | 1,468,733 | 23.33 | +3.63 |
| Lincoln | 41,123 | 0.66 | 50,323 | 0.80 | —0.14 |
| Mercury | 286,163 | 4.61 | 327,943 | 5.21 | —0.60 |
| **GENERAL MOTORS** | 2,823,106 | 45.45 | 3,235,241 | 51.39 | —5.94 |
| Buick | 405,086 | 6.52 | 572,024 | 9.09 | —2.57 |
| Cadillac | 146,840 | 2.36 | 154,631 | 2.46 | —0.10 |
| Chevrolet | 1,552,747 | 25.00 | 1,617,397 | 25.69 | —0.69 |
| Oldsmobile | 384,392 | 6.19 | 485,459 | 7.71 | —1.52 |
| Pontiac | 334,041 | 5.38 | 405,730 | 6.44 | —1.06 |
| Total, Big 3 | 6,038,685 | 97.23 | 6,090,723 | 96.75 | +0.48 |
| **AMERICAN MOTORS** | 99,209 | 1.60 | 99,507 | 1.58 | +0.02 |
| Hudson | 4,252 | 0.07 | 10,671 | 0.17 | —0.10 |
| Nash | 10,330 | 0.17 | 22,263 | 0.35 | —0.18 |
| Rambler | 84,627 | 1.36 | 66,573 | 1.06 | +0.30 |
| **S-P CORP.** | 72,830 | 1.17 | 105,350 | 1.67 | —0.50 |
| Packard | 4,761 | 0.08 | 28,805 | 0.46 | —0.38 |
| Studebaker | 68,069 | 1.09 | 76,545 | 1.21 | —0.12 |
| Total, Little 2 | 172,039 | 2.77 | 204,857 | 3.25 | —0.48 |
| Total Cars, U. S. | 6,210,724 | 100.00 | 6,295,580 | 100.00 | |

# The Truck Best Engineered for The Job is the Best Economics

White's leadership in engineering improvement is well established. Our advances are constantly being imitated, but unsuccessfully, because no other truck manufacturer has the complete, quality product line, nor the experience, of White specialized truck design.

And no other truck manufacturer has the skilled organization and complete facilities to apply advanced, specialized engineering to every truck owner's problems . . . both before and after the sale.

White is the only manufacturer able to offer truck owners in every field the exact combination of engineering components needed for the best performance at the lowest operating cost under the highway laws prevailing in their states.

Under the pressures of high fixed costs, expanding truck mileages and the variety of state laws affecting truck earning power . . . *the truck best engineered for the job is the best economics.*

**THE WHITE MOTOR COMPANY**
**CLEVELAND 1, OHIO**

**WHITE 4000 SERIES** . . . Wide range of models—single axle, tandem axle and pusher tractors for applications in states where lowest vehicle weight is advantageous.

**White**

**AMERICA'S MOST ADVANCED—**
**MOST COMPLETE DIESEL LINE**

**WHITE 3000 SERIES** . . . Most distinctive tractor on the highway—the original power tilt-cab since copied without achieving the safety power-tilt feature. Its functional design achieves ideal weight distribution, shorter wheelbase, maximum payloads.

**WHITE 9000 SERIES** . . . White was first to develop a conventional tractor with the advantageous 90-inch dimension from front-of-bumper to back-of-cab. Permits maximum trailer length and greater payloads within legal axle-weight limits.

**White**

*White Diesel Tractors Better the Fuel Economy of Any Other Diesel, Plus Far Greater Performance*

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# Motor Truck Factory Sales by Gross Vehicle Weight

### TOTAL SALES FROM U. S. PLANTS

| G.V.W.) in lbs.) | 6,000 & less | 6,001-10,000 | 10,001-14,000 | 14,001-16,000 | 16,001-19,500 | 19,501-26,000 | 26,001-33,000 | Over 33,000 | Total |
|---|---|---|---|---|---|---|---|---|---|
| 12 Months, 1956 | 438,676 | 209,401 | 39,918 | 192,157 | 82,493 | 56,492 | 81,280 | .... | 1,100,417 |
| January, 1957 | 48,186 | 11,843 | 2,399 | 12,478 | 6,398 | 3,560 | 3,360 | 2,893 | 91,117 |
| February | 45,516 | 13,537 | 3,289 | 13,921 | 4,994 | 3,988 | 3,436 | 3,086 | 91,767 |
| March | 45,873 | 13,616 | 3,469 | 13,035 | 5,117 | 3,985 | 3,502 | 3,106 | 91,703 |
| April | 46,699 | 16,254 | 3,966 | 19,127 | 7,371 | 4,454 | 3,656 | 3,648 | 105,175 |
| May | 46,925 | 15,600 | 4,581 | 16,497 | 7,624 | 4,562 | 3,408 | 3,615 | 102,812 |
| June | 43,967 | 13,838 | 3,414 | 15,436 | 6,837 | 4,673 | 2,889 | 3,267 | 94,321 |
| July | 46,213 | 13,099 | 3,061 | 15,074 | 6,897 | 5,888 | 3,275 | 2,541 | 96,048 |
| August | 44,390 | 12,950 | 3,083 | 13,121 | 6,062 | 5,190 | 3,059 | 2,297 | 90,152 |
| September | 30,108 | 8,818 | 1,873 | 7,337 | 4,509 | 4,843 | 3,285 | 2,358 | 63,131 |
| October | 45,913 | 12,568 | 3,028 | 12,971 | 5,125 | 4,130 | 2,802 | 2,342 | 88,879 |
| November | 52,683 | 13,914 | 2,517 | 12,659 | 5,043 | 3,388 | 2,370 | 2,000 | 94,574 |
| December | 46,029 | 12,267 | 2,177 | 11,232 | 6,123 | 4,502 | 2,491 | 2,506 | 87,327 |
| 12 Months, 1957 | 542,502 | 158,304 | 36,857 | 162,888 | 72,100 | 53,163 | 37,533 | 33,659 | 1,097,006 |

### U. S. DOMESTIC MARKET

| G.V.W.) in lbs.) | 6,000 & less | 6,001-10,000 | 10,001-14,000 | 14,001-16,000 | 16,001-19,500 | 19,501-26,000 | 26,001-33,000 | Over 33,000 | Total |
|---|---|---|---|---|---|---|---|---|---|
| 12 Months, 1956 | 373,236 | 168,449 | 33,205 | 146,025 | 56,691 | 47,159 | 70,422 | .... | 895,187 |
| January, 1957 | 42,027 | 10,018 | 1,836 | 7,203 | 3,514 | 3,099 | 2,932 | 2,579 | 73,208 |
| February | 37,847 | 11,292 | 2,391 | 10,407 | 3,023 | 3,139 | 2,795 | 2,799 | 73,693 |
| March | 39,622 | 11,272 | 2,438 | 8,362 | 3,389 | 2,691 | 2,935 | 2,814 | 73,523 |
| April | 39,176 | 12,954 | 2,945 | 13,003 | 5,713 | 3,986 | 3,271 | 3,362 | 84,410 |
| May | 38,830 | 12,813 | 3,614 | 12,164 | 5,649 | 3,661 | 2,979 | 3,220 | 82,930 |
| June | 36,819 | 11,717 | 3,076 | 10,638 | 5,061 | 3,974 | 2,602 | 2,972 | 76,859 |
| July | 37,748 | 10,446 | 2,629 | 10,429 | 5,048 | 5,170 | 3,010 | 2,376 | 76,856 |
| August | 38,328 | 10,348 | 2,542 | 9,164 | 4,676 | 4,378 | 2,724 | 2,052 | 74,212 |
| September | 24,073 | 7,392 | 1,530 | 5,674 | 3,520 | 3,838 | 2,836 | 2,153 | 51,016 |
| October | 39,101 | 10,556 | 2,123 | 9,713 | 4,118 | 3,481 | 2,563 | 2,052 | 73,707 |
| November | 44,548 | 12,036 | 2,088 | 9,333 | 4,051 | 2,864 | 2,212 | 1,796 | 78,928 |
| December | 38,534 | 10,625 | 1,836 | 8,032 | 4,718 | 3,732 | 2,225 | 2,328 | 72,030 |
| 12 Months, 1957 | 456,653 | 131,469 | 29,048 | 114,122 | 52,480 | 44,013 | 33,084 | 30,503 | 891,372 |

### EXPORTS FROM U. S. (INCLUDES EXPORTS TO CANADA)

| G.V.W.) in lbs.) | 6,000 & less | 6,001-10,000 | 10,001-14,000 | 14,001-16,000 | 16,001-19,500 | 19,501-26,000 | 26,001-33,000 | Over 33,000 | Total |
|---|---|---|---|---|---|---|---|---|---|
| 12 Months, 1956 | 60,440 | 40,952 | 6,713 | 46,132 | 25,802 | 9,333 | 10,858 | .... | 205,230 |
| January, 1957 | 6,159 | 1,825 | 563 | 5,275 | 2,884 | 461 | 428 | 314 | 17,909 |
| February | 7,669 | 2,245 | 898 | 3,514 | 1,971 | 849 | 641 | 287 | 18,074 |
| March | 6,251 | 2,344 | 1,031 | 4,673 | 1,728 | 1,294 | 567 | 292 | 18,180 |
| April | 7,523 | 3,300 | 1,021 | 6,124 | 1,658 | 468 | 385 | 286 | 20,765 |
| May | 8,095 | 2,787 | 967 | 4,333 | 1,975 | 901 | 429 | 395 | 19,882 |
| June | 7,148 | 2,121 | 338 | 4,798 | 1,776 | 699 | 287 | 295 | 17,462 |
| July | 8,465 | 2,653 | 432 | 4,645 | 1,849 | 718 | 265 | 165 | 19,192 |
| August | 6,062 | 2,602 | 541 | 3,957 | 1,386 | 812 | 335 | 245 | 15,940 |
| September | 6,035 | 1,426 | 343 | 1,663 | 989 | 1,005 | 449 | 205 | 12,115 |
| October | 6,812 | 2,012 | 905 | 3,258 | 1,007 | 649 | 239 | 290 | 15,172 |
| November | 8,135 | 1,878 | 429 | 3,326 | 992 | 524 | 158 | 204 | 15,646 |
| December | 7,495 | 1,642 | 341 | 3,200 | 1,405 | 770 | 266 | 178 | 15,297 |
| 12 Months, 1957 | 85,849 | 26,835 | 7,809 | 48,766 | 19,620 | 9,150 | 4,449 | 3,156 | 205,634 |

Source: Automobile Manufacturers Assn.

# Credit and Cash Purchasers of New Cars: By Income

| Income | All Spending Units | 1954-55 Purchasers of New Cars † All Purchasers | Credit ‡ Purchasers | Cash ‡ Purchasers | New Car Purchasers as Percent of SU's in Each Class | Percent of Purchasers in Each Class Using Credit ‡ | Cash ‡ |
|---|---|---|---|---|---|---|---|
| Under $1000 | 10.6 | 1.1 | 1.2 | 1.0 | 0.9 | * | * |
| $1000-1999 | 12.8 | 2.2 | 2.3 | 1.9 | 1.6 | * | * |
| $2000-2999 | 13.5 | 7.2 | 6.5 | 8.5 | 5.0 | 53 | 47 |
| $3000-3999 | 15.2 | 8.1 | 10.9 | 4.0 | 5.0 | 80 | 20 |
| $4000-4999 | 13.8 | 13.0 | 15.7 | 8.5 | 8.9 | 73 | 27 |
| $5000-7499 | 21.5 | 33.5 | 38.7 | 25.8 | 14.8 | 69 | 31 |
| $7500-9999 | 6.8 | 14.9 | 13.0 | 17.9 | 20.8 | 52 | 48 |
| | | | | 32.4 | 32.7 | 35 | 65 |
| $10,000 and Over | 5.8 | 20.0 | 11.7 | | | — | — |
| All Units | 100.0 | 100.0 | 100.0 | 100.0 | 9.5 | 60 | 40 |
| No. of Cases | 6133 | 682 | 374 | 308 | | | |
| Percent of Population | 100.0 | 9.5 | 5.7 | 3.8 | | | |

* Too few cases; estimates would have been unreliable.

† The population consists of spending units who purchased new cars in the year prior to the survey. These data are combined from the 1955 and 1956 Surveys of Consumer Finances.

‡ "Credit" purchasers are those who borrowed any part of the net outlay. "Cash" purchasers include only those whose net outlay was met by a cash payment or (in some few cases) by barter or as a gift.

Source: Survey of Consumer Finances, Federal Reserve Board, University of Michigan.

# Alltime U.S. Car-Output Records by Makes

| | Year | Total |
|---|---|---|
| **AMERICAN MOTORS** | | |
| Hudson | 1929 | 300,962 |
| Nash | 1930 | 189,543 |
| Rambler | 1957 | 109,178 |
| **CHRYSLER CORP.** | | |
| Chrysler | 1955 | 176,030 |
| DeSoto | 1953 | 129,963 |
| Dodge | 1950 | 326,928 |
| Imperial | 1957 | 37,946 |
| Plymouth | 1955 | 742,991 |
| **FORD MOTOR** | | |
| Edsel | 1957 | 34,607 |
| Ford | 1923 | 1,817,891 |
| Lincoln | 1956 | 47,670 |
| Mercury | 1955 | 434,911 |
| **GENERAL MOTORS** | | |
| Buick | 1955 | 781,296 |
| Cadillac | 1955 | 153,334 |
| Chevrolet | 1955 | 1,830,029 |
| Oldsmobile | 1955 | 643,460 |
| Pontiac | 1955 | 581,860 |
| **STUDEBAKER-PACKARD** | | |
| Studebaker | 1950 | 268,145 |
| Packard | 1948 | 109,000 |

## 12 Months' Output—'57 vs. '56 . . .

# Each Truck Makers Share

| | Total Output, 1957 | Pct. of Total | Total Output, 1956 | Pct. of Total | Gain or Loss |
|---|---|---|---|---|---|
| CHEVROLET | 351,738 | 32.10 | 353,607 | 32.00 | +0.00 |
| DIAMOND T | 5,845 | 0.54 | 5,061 | 0.46 | +0.08 |
| DIVCO | 2,860 | 0.26 | 3,545 | 0.32 | —0.06 |
| DODGE | 76,601 | 7.07 | 91,505 | 8.59 | —1.52 |
| FORD | 337,126 | 31.11 | 297,368 | 26.94 | +4.17 |
| GMC | 89,596 | 8.42 | 91,365 | 8.26 | —1.84 |
| INTERNATIONAL | 121,775 | 11.24 | 137,830 | 12.48 | —1.24 |
| MACK | 17,682 | 1.63 | 18,883 | 1.71 | —0.08 |
| STUDEBAKER | 9,574 | 0.88 | 14,693 | 1.33 | —0.47 |
| WHITE | 18,775 | 1.73 | 20,972 | 1.90 | —0.17 |
| WILLYS | 68,295 | 6.30 | 65,579 | 5.94 | +0.36 |
| MISCELLANEOUS*** | 4,123 | 0.38 | 3,440 | 0.31 | +0.07 |
| Total Trucks, U. S. | 1,083,670 | 100.00 | 1,105,293 | 100.00 | 0.00 |

*Revised. Miscellaneous includes Curtiss, Marmon-Herrington, Federal, Four Wheel Drive, etc.

N.B.: All U. S. totals include cars and trucks for military orders.

***Autocar, Freightliner, Ree and Sterling are included in White Totals; Brockway in Mack.

# Factory Car Sales

### By Body Types

| | |
|---|---|
| **1957** | |
| 4-Door Sedans | 1,951,615 |
| 2-Door Sedans | 893,757 |
| Business Coupes | 13,832 |
| Hard Tops, 2-dr. and 4-dr. | 2,073,123 |
| Convertibles | 284,682 |
| Station Wagons | 890,297 |
| Chassis | 6,038 |
| TOTAL | 6,113,344 |
| **1956** | |
| 4-Door Sedans | 2,005,432 |
| 2-Door Sedans | 1,124,854 |
| Business Coupes | 10,719 |
| Hard Tops, 2-dr. and 4-dr. | 1,823,598 |
| Convertibles | 198,962 |
| Station Wagons | 638,508 |
| Chassis | 14,036 |
| TOTAL | 5,816,109 |
| **1955** | |
| 4-Door Sedans | 3,043,564 |
| 2-Door Sedans, Coaches and Coupes* | 1,677,430 |
| Business Coupes | 13,408 |
| Hard Top Coupes and Sedans | 2,168,798 |
| Convertibles | 239,790 |
| Station Wagons | 759,422 |
| Chassis | 17,774 |
| TOTAL | 7,920,186 |
| **1954** | |
| 4-Door Sedans | 2,592,841 |
| 2-Door Sedans, Coaches and Coupes* | 1,480,395 |
| Business Coupes | 16,510 |
| Hard Top Coupes and Sedans | 951,113 |
| Convertibles | 155,667 |
| Station Wagons | 349,450 |
| Chassis | 12,921 |
| TOTAL | 5,558,897 |
| **1953** | |
| 4-Door Sedans | 3,082,338 |
| 2-Door Sedans, Coaches and Coupes* | 1,695,371 |
| Business Coupes | 36,973 |
| Hard Top Coupes and Sedans | 842,135 |
| Convertibles | 159,200 |
| Station Wagons | 297,393 |
| Chassis | 8,377 |
| TOTAL | 6,121,787 |
| **1952** | |
| 4-Door Sedans | 2,259,165 |
| 2-Door Sedans, Coaches and Coupes* | 1,214,904 |
| Business Coupes | 29,000 |
| Hard-Top Coupes and Sedans | 539,508 |
| Convertibles | 100,116 |
| Station Wagons | 169,036 |
| Chassis | 9,064 |
| TOTAL | 4,320,793 |
| **1951** | |
| 4-Door Sedans | 2,712,256 |
| 2-Door Sedans, Coaches and Coupes* | 1,773,729 |
| Business Coupes | 53,876 |
| Hard-Top Coupes and Sedans | 487,856 |
| Convertibles | 143,388 |
| Station Wagons | 149,381 |
| Chassis | 16,449 |
| TOTAL | 5,336,935 |
| **1950** | |
| 4-Door Sedans | 3,246,996 |
| 2-Door Sedans, Coaches and Coupes* | 2,704,079 |
| Business Coupes | 89,587 |
| Hard-Top Coupes and Sedans | 266,680 |
| Convertibles | 208,090 |
| Station Wagons | 141,697 |
| Chassis | 8,743 |
| TOTAL | 6,665,863 |

Source: Automobile Mfrs. Assn

# Factory Commercial Car Sales by Body Types

| | |
|---|---|
| **1957** | |
| Station Wagons* | 918,371 |
| Cab-Over-Engine | 53,053 |
| Multi-Stop Trucks | 24,455 |
| School-Bus Chassis | 23,465 |
| 6-Wheel, 3-Axle Trucks | 25,684 |
| Diesel Engine Trucks | 24,455 |
| Motor Coaches | 3,833 |
| **1956** | |
| Station Wagons* | 656,676 |
| Cab-Over-Engine | 44,812 |
| Multi-Stop Trucks | 26,736 |
| School-Bus Chassis | 22,714 |
| 6-Wheel, 3-Axle Trucks | 33,920 |
| Diesel Engine Trucks | 25,797 |
| Motor Coaches | 4,064 |
| **1955** | |
| Station Wagons* | 780,151 |
| Cab-Over-Engine | 45,815 |
| Multi-Stop Trucks | 23,950 |
| School-Bus Chassis | 26,535 |
| 6-Wheel, 3-Axle Trucks | 26,061 |
| Diesel Engine Trucks | 16,931 |
| Motor Coaches | 4,023 |
| **1954** | |
| Station Wagons* | 364,234 |
| Cab-Over-Engine | 26,268 |
| Multi-Stop Trucks | 19,507 |
| School-Bus Chassis | 22,465 |
| 6-Wheel, 3-Axle Trucks | 16,364 |
| Diesel Engine Trucks | 10,546 |
| Motor Coaches | 4,039 |
| **1953** | |
| Station Wagons* | 318,178 |
| Cab-Over-Engine | 24,712 |
| Multi-Stop Trucks | 19,246 |
| School-Bus Chassis | 21,284 |
| 6-Wheel, 3-Axle Trucks | 14,864 |
| Diesel Engine Trucks | 10,872 |
| Motor Coaches | 4,057 |
| **1952** | |
| Station Wagons* | 189,651 |
| Cab-Over-Engine | 19,289 |
| Multi-Stop Trucks | 18,493 |
| School-Bus Chassis | 19,452 |
| 6-Wheel, 3-Axle Trucks | 15,585 |
| Diesel Engine Trucks | 13,165 |
| Motor Coaches | 5,375 |
| **1951** | |
| Station Wagons* | 194,589 |
| Cab-Over-Engine | 25,482 |
| Multi-Stop Trucks | 28,867 |
| School-Bus Chassis | 31,891 |
| 6-Wheel, 3-Axle Trucks | 36,429 |
| Diesel Engine Trucks | 16,494 |
| Motor Coaches | 9,453 |
| Ambulances and Funeral Cars | 4,177 |
| **1950** | |
| Station Wagons* | 159,944 |
| Cab-Over-Engine | 22,370 |
| Multi-Stop Trucks | 21,681 |
| School-Bus Chassis | 19,953 |
| 6-Wheel, 3-Axle Trucks | 15,719 |
| Diesel Engine Trucks | 13,903 |
| Motor Coaches | 4,908 |
| Ambulances and Funeral Cars | 2,971 |
| **1949** | |
| Station Wagons* | 104,613 |
| Cab-Over-Engine | 13,325 |
| Multi-Stop Trucks | 19,479 |
| School-Bus Chassis | 13,896 |
| 6-Wheel, 3-Axle Trucks | 4,122 |
| Diesel Engine Trucks | 6,047 |
| Motor Coaches | 5,511 |
| Ambulances and Funeral Cars | 2,863 |

*Includes those built on both passenger-car and truck chassis.

Source: Automobile Mfrs. Assn.

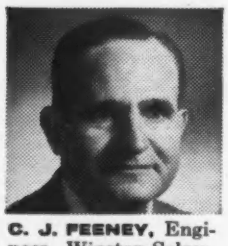
# New Car Sales By Cylinders

| | 1957 | 1956 |
|---|---|---|
| 4 Cylinders | 209,965 | 101,993 |
| 6 Cylinders | 1,004,186 | 1,119,725 |
| 8 Cylinders | 4,768,191 | 4,733,530 |
| | 5,982,342 | 5,955,248 |

Compiled by R. L. Polk & Co. from official state documents.

# EDSEL SCORES HIGHEST IN OWNER SATISFACTION!

Nationwide independent survey proves it!
Proud Edsel owners everywhere are telling why!



**C. J. FEENEY,** Engineer, Winston-Salem, N.C. "My new Edsel handles easier than my last car—which cost me $1,000 more!"

**MRS. J. JUNELL,** Sales Clerk, Portland, Ore. "I liked the styling right away. And I received a wonderful deal on my Edsel!"

**LLOYD E. TUTHILL,** Engineer, Fontana, Calif. "Proud and satisfied—my Edsel's as economical as lighter cars I had before!"

**E. F. HARRIS,** Business Executive, Minneapolis, Minn. "I got the ultimate—in Edsel styling, features and the engineering."

**E. A. MELCHER,** Police Chief, No. Aurora, Ill. "Tested all the '58 models and chose Edsel—it's the best by far for police work!"

**A. A. HERMANN,** Horticulturist, Denver, Colo. "There's no car at *any* price I would rather have than my fine, new Edsel!"

**H. DOBBINS,** Ranch Owner, Stapleton, Nebr. "Best car I've ever had—and that's after 8,000 miles, mostly over gravel!"

**L. BOWERMAN,** Retailer, Auburn, Ind. "Best looking car on the road—distinctive grille, sleek body lines and a rich interior."

**C. O. KEY,** Restaurant Owner, Houston, Texas. "So impressed I asked my friends to try it out. Now they're Edsel owners, too!"

**F. D. WILKENSON,** Sales Rep., Elyria, Ohio. "I like Edsel's ride, economy *and the new appearance*—not like the old-style cars!"

**HELEN WIEDENBECK,** Pet Shop Owner, Lombard, Ill. "It has such distinctive styling and Teletouch is so convenient!"

**HENRI OMWAKE, JR.,** Salesman, Wilmington, Del. "I like Teletouch Drive, Edsel power and especially that *Edsel economy!*"

## EXCLUSIVE EDSEL FEATURES LIKE THESE SET CONQUEST SALES AT RECORD PACE!

ONLY EDSEL has new Teletouch Drive—you shift by a touch at the steering-wheel hub!

ONLY EDSEL gives you big 303 and 345 hp Edsel Engines—at no extra cost!

ONLY EDSEL combines big, heavy-car ride—more room inside—and luxurious contour seats to ease you over the miles!

ONLY EDSEL gives you 1958's most talked-about, most exciting styling—with America's first jet-grille design!

**No wonder Edsel owners are among our best salesmen! Edsel performance, styling and all-around value are the reasons America's newest car is setting record sales in its first year!**

EDSEL DIVISION • FORD MOTOR COMPANY

## Alltime Record Sales Statistics

***Totals in Operation (As of July 1, 1957)***

| | |
|---|---|
| Cars | 51,432,460 |
| Trucks | 9,775,950 |

***Best New-Vehicle Sales Years***

CARS

| | |
|---|---|
| 1955 | 7,169,908 |
| 1950 | 6,326,438 |
| 1957 | 5,982,342 |
| 1956 | 5,955,248 |
| 1953 | 5,738,989 |
| 1954 | 5,535,464 |
| 1951 | 5,060,903 |
| 1952 | 4,158,394 |
| 1929 | 3,880,206 |
| 1941 | 3,731,166 |
| 1948 | 3,490,952 |

TRUCKS

| | |
|---|---|
| 1950 | 1,142,307 |
| 1948 | 1,035,174 |
| 1951 | 1,003,850 |
| 1949 | 961,961 |
| 1956 | 957,001 |
| 1953 | 930,312 |
| 1956 | 894,366 |
| 1947 | 879,132 |
| 1957 | 858,085 |
| 1954 | 829,101 |
| 1952 | 812,099 |
| 1941 | 640,697 |

***Best New-Vehicle Sales Months***

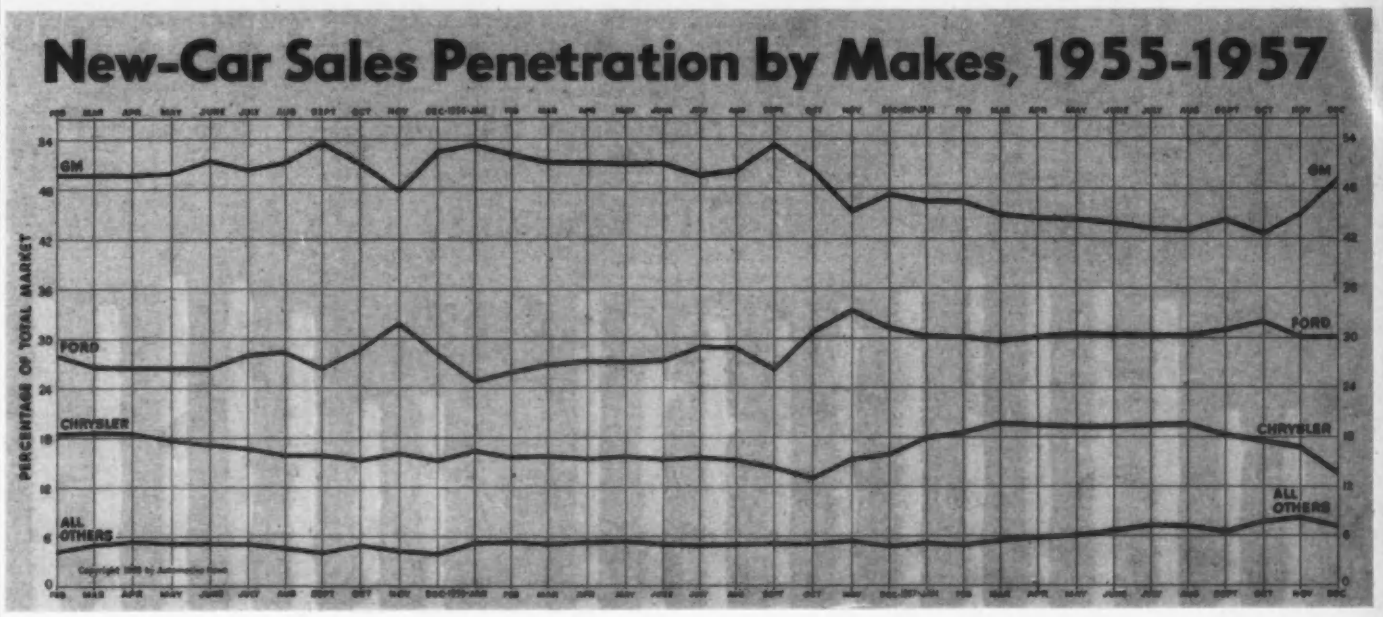
CARS

| | |
|---|---|
| August, 1950 | 683,995 |
| June, 1955 | 679,097 |
| May, 1955 | 660,161 |
| December, 1954 | 656,611 |
| August, 1955 | 652,300 |
| September, 1955 | 651,808 |
| July, 1955 | 645,391 |
| March, 1955 | 636,457 |
| April, 1955 | 627,636 |
| September, 1950 | 625,755 |
| December, 1955 | 624,854 |
| July, 1950 | 609,926 |
| June, 1954 | 596,753 |

TRUCKS

| | |
|---|---|
| August, 1950 | 126,533 |
| July, 1950 | 117,040 |
| September, 1950 | 113,784 |
| April, 1948 | 108,168 |
| October, 1950 | 101,169 |
| May, 1948 | 100,614 |
| March, 1950 | 96,266 |
| July, 1948 | 94,036 |
| December, 1955 | 93,733 |

## New-Car Sales Penetration by Makes, 1955-1957




## Auto Concerns, Various Categories

Latest counts of business firms in various categories, comprising the automotive industry and allied activities, as supplied by R. L. Polk & Co.'s mailing list division.

| | | | |
|---|---|---|---|
| Accessory Parts & Supply Jobbers | 11,314 | Radiator Repair Shops | 2,527 |
| Accessory Parts Dealers, Retail | 28,200 | Seat Cover Mfrs., Custom & Local | 2,675 |
| Auto Body Manufacturers | 326 | Spring Mfrs. | 179 |
| Body Repair Shops | 18,888 | Tire Dealers | 32,973 |
| Brake Lining Manufacturers | 48 | Tire Jobbers & Wholesalers | 2,356 |
| Brake & Wheel Alignment Service | 8,351 | Tire Mfrs. | 47 |
| Bumper Mfrs. | 29 | Tire Vulcanizers, Retreaders & Recappers | 9,595 |
| Bus Body Mfrs. | 31 | Trim Shops | 2,166 |
| Electric Equip. Mfrs. | 256 | Trailer Mfrs., Commercial | 331 |
| Electrical Service Stations | 3,570 | Trailer Mfrs., House | 122 |
| Engine Mfrs. | 42 | Transfer, Cartage & Trucking Companies | 42,416 |
| Finance Companies | 5,383 | Transmission Mfrs. | 21 |
| Fire Apparatus Mfrs. | 56 | Truck Body Mfrs., Commercial | 1,095 |
| Garages & Repairers | 84,266 | Truck Dealers, Exclusive | 9,965 |
| Gasoline Stations | 201,422 | Truck Mfrs. | 55 |
| Glass Installers | 2,654 | Used Car Dealers, Exclusive | 40,179 |
| Heater Mfrs. | 35 | Washing Concerns, Auto | 3,848 |
| Jack Mfrs. | 53 | Wheel Mfrs. | 16 |
| New Car Dealers | 40,311 | Wreckers | 7,228 |
| Auto Accessories & Parts Mfrs. | 1,414 | | |
| Radiator Mfrs. | 41 | | |

## Factory Sales of Special Motor Vehicle Types

| | 1951 Total | 1952 Total | 1953 Total | 1954 Total | 1955 Total | 1956 Total | 1957 Total |
|---|---|---|---|---|---|---|---|
| Station Wagons* | 195,740 | 189,651 | 318,178 | 364,234 | 780,151 | 656,696 | 918,371 |
| Motor Coaches‡ | | | | | | | |
| City Type | 5,305 | 2,624 | 2,402 | 2,647 | 2,615 | 2,832 | 2,290 |
| Intercity Type | 1,354 | 909 | 1,066 | 926 | 1,037 | 834 | 1,189 |
| Special‡‡ | 2,801 | 1,842 | 589 | 545 | 371 | 398 | 354 |
| School Bus Chassis | 31,891 | 19,452 | 21,284 | 22,465 | 26,535 | 22,714 | 23,465 |
| Trucks with Cab Over Engine | 25,482 | 19,592 | 24,712 | 26,268 | 45,815 | 44,812 | 53,053 |
| Trucks with Diesel Engines | 16,494 | 13,165 | 10,872 | 10,546 | 16,876 | 25,797 | 24,455 |
| Multi-Stop Delivery Trucks | 28,867 | 18,493 | 19,246 | 19,507 | 23,853 | 26,736 | 24,455 |
| Ambulances and Funeral Vehicles | 4,177 | 2,662 | 3,034 | 2,880 | 2,661 | 2,281 | 2,917 |

‡ Does not include non-integral school buses.
‡‡ Includes integral school buses.
* Includes station wagons built on truck chassis.

SOURCE: Automobile Manufacturers Association.

## Factory Sales of Special Motor Vehicle Types

**TRUCKS WITH CAB-OVER-ENGINE**

| | Domestic Market | Export Market | Total |
|---|---|---|---|
| 1946 | 14,147 | 1,672 | 15,819 |
| 1947 | 29,175 | 3,428 | 32,603 |
| 1948 | 28,692 | 2,355 | 31,047 |
| 1949 | 11,989 | 1,336 | 13,325 |
| 1950 | 20,673 | 1,697 | 22,370 |
| 1951 | 23,834 | 1,648 | 25,482 |
| 1952 | 17,165 | 2,427 | 19,592 |
| 1953 | 23,564 | 1,148 | 24,712 |
| 1954 | 25,213 | 1,055 | 26,268 |
| 1955 | 43,778 | 2,037 | 45,815 |
| 1956 | 42,934 | 1,878 | 44,812 |
| 1957 | 49,081 | 3,972 | 53,053 |

**TRUCKS WITH DIESEL ENGINES**

| | | | |
|---|---|---|---|
| 1946 | 1,961 | 2,383 | 4,344 |
| 1947 | 2,605 | 3,604 | 6,209 |
| 1948 | 3,684 | 2,014 | 5,698 |
| 1949 | 4,885 | 1,162 | 6,047 |
| 1950 | 12,682 | 1,221 | 13,903 |
| 1951 | 13,931 | 2,563 | 16,494 |
| 1952 | 10,548 | 2,617 | 13,165 |
| 1953 | 8,873 | 1,999 | 10,872 |
| 1954 | 8,751 | 1,795 | 10,546 |
| 1955 | 14,847 | 2,029 | 16,876 |
| 1956 | 21,158 | 4,639 | 25,797 |
| 1957 | 21,067 | 3,388 | 24,455 |

**MOTOR COACHES, CITY TYPE**

| | | | |
|---|---|---|---|
| 1946 | 6,764 | 778 | 7,542 |
| 1947 | 11,799 | 1,821 | 13,620 |
| 1948 | 6,971 | 1,267 | 8,238 |
| 1949 | 3,402 | 398 | 3,800 |
| 1950 | 2,748 | 705 | 3,453 |
| 1951 | 4,754 | 551 | 5,305 |
| 1952 | 1,997 | 627 | 2,624 |
| 1953 | 2,290 | 112 | 2,402 |
| 1954 | 2,407 | 240 | 2,647 |
| 1955 | 2,317 | 298 | 2,615 |
| 1956 | 2,501 | 331 | 2,832 |
| 1957 | 1,857 | 433 | 2,290 |

**MOTOR COACHES, SPECIAL****

| | | | |
|---|---|---|---|
| 1946 | 257 | 7 | 264 |
| 1947 | 1,400 | 139 | 1,539 |
| 1948 | 997 | 38 | 1,035 |
| 1949 | 802 | 54 | 856 |
| 1950 | 683 | 13 | 696 |
| 1951 | 2,797 | 4 | 2,801 |
| 1952 | 1,823 | 19 | 1,842 |
| 1953 | 586 | 3 | 589 |
| 1954 | 541 | 4 | 545 |
| 1955 | 366 | 5 | 371 |
| 1956 | 394 | 4 | 398 |
| 1957 | 353 | 1 | 354 |

**AMBULANCES & FUNERAL VEHICLES**

| Year | Number | Year | Number |
|---|---|---|---|
| 1937 | 3,600 | 1949 | 2,853 |
| 1938 | 1,799 | 1950 | 2,971 |
| 1939 | 1,877 | 1951 | 4,177 |
| 1940 | 3,118 | 1952 | 2,662 |
| 1941 | 3,801 | 1953 | 3,034 |
| 1946 | 1,188 | 1954 | 2,880 |
| 1947 | 3,746 | 1955 | 2,661 |
| 1948 | 4,727 | 1956 | 2,281 |
| | | 1957 | 2,917 |

**STATION WAGONS, PASS. CAR CHASSIS**

| | Domestic Market | Export Market | Total (Car) |
|---|---|---|---|
| 1946 | 26,043 | 2,714 | 28,757 |
| 1947 | 68,043 | 11,723 | 79,766 |
| 1948 | 95,127 | 7,336 | 102,463 |
| 1949 | 84,852 | 6,131 | 90,983 |
| 1950 | 131,549 | 10,148 | 141,697 |
| 1951 | 161,321 | 17,368 | 178,689 |
| 1952 | 158,571 | 10,465 | 169,036 |
| 1953 | 281,988 | 15,405 | 297,393 |
| 1954 | 332,580 | 16,870 | 349,450 |
| 1955 | 735,141 | 24,281 | 759,422 |
| 1956 | 620,724 | 17,784 | 638,508 |
| 1957 | 872,241 | 18,056 | 890,297 |

**MULTI-STOP DELIVERY TRUCKS**

| | Domestic Market | Export Market | Total |
|---|---|---|---|
| 1946 | 10,120 | 129 | 10,249 |
| 1947 | 15,317 | 559 | 15,876 |
| 1948 | 21,198 | 182 | 21,380 |
| 1949 | 18,796 | 683 | 19,479 |
| 1950 | 20,378 | 1,303 | 21,681 |
| 1951 | 26,695 | 2,172 | 28,867 |
| 1952 | 17,171 | 1,322 | 18,493 |
| 1953 | 17,981 | 1,265 | 19,246 |
| 1954 | 18,109 | 1,398 | 19,507 |
| 1955 | 22,162 | 1,691 | 23,853 |
| 1956 | 25,094 | 1,642 | 26,726 |
| 1957 | 22,606 | 3,388 | 24,455 |

**BUSES WITH DIESEL ENGINES**

| | | | |
|---|---|---|---|
| 1946 | 2,263 | 53 | 2,316 |
| 1947 | 4,395 | 717 | 5,112 |
| 1948 | 5,108 | 1,194 | 6,302 |
| 1949 | 2,232 | 352 | 2,584 |
| 1950 | 1,992 | 363 | 2,355 |
| 1951 | 3,559 | 465 | 4,024 |
| 1952 | 1,984 | 687 | 2,671 |
| 1953 | 2,516 | 216 | 2,732 |
| 1954 | 2,543 | 289 | 2,832 |
| 1955 | 2,938 | 395 | 3,333 |
| 1956 | 3,056 | 425 | 3,481 |
| 1957 | 2,694 | 480 | 3,174 |

**MOTOR COACHES, INTERCITY TYPE**

| | | | |
|---|---|---|---|
| 1946 | 2,275 | 107 | 2,382 |
| 1947 | 3,451 | 500 | 3,951 |
| 1948 | 2,558 | 468 | 3,026 |
| 1949 | 690 | 165 | 855 |
| 1950 | 581 | 178 | 759 |
| 1951 | 1,233 | 121 | 1,354 |
| 1952 | 691 | 218 | 909 |
| 1953 | 855 | 211 | 1,066 |
| 1954 | 834 | 92 | 926 |
| 1955 | 916 | 121 | 1,037 |
| 1956 | 722 | 112 | 834 |
| 1957 | 1,100 | 89 | 1,189 |

**SCHOOL BUS CHASSIS*****

| | | | |
|---|---|---|---|
| 1946 | 24,193 | 10,058 | 34,251 |
| 1947 | 19,024 | 10,051 | 29,075 |
| 1948 | 15,387 | 8,368 | 23,755 |
| 1949 | 9,591 | 4,305 | 13,896 |
| 1950 | 13,778 | 6,175 | 19,953 |
| 1951 | 23,646 | 8,245 | 31,891 |
| 1952 | 14,429 | 5,023 | 19,452 |
| 1953 | 14,886 | 6,398 | 21,284 |
| 1954 | 16,947 | 5,518 | 22,465 |
| 1955 | 19,581 | 6,954 | 26,535 |
| 1956 | 17,447 | 5,267 | 22,714 |
| 1957 | 18,465 | 5,000 | 23,465 |

**TRUCKS WITH 6 WHEEL AND 3 AXLES**

| | Civilian Domestic Market | Civilian Export Market | Total |
|---|---|---|---|
| 1952 | 14,332 | 1,253 | 15,585 |
| 1953 | 13,384 | 1,480 | 14,864 |
| 1954 | 14,860 | 1,504 | 16,364 |
| 1955 | 23,862 | 2,198 | 26,060 |
| 1956 | 30,506 | 3,414 | 33,920 |
| 1957 | 23,082 | 2,602 | 25,684 |

**STATION WAGONS, TRUCK CHASSIS**

| | Domestic Market | Export Market | Total (Truck) | Grand Total |
|---|---|---|---|---|
| 1946 | * | * | 2,608 | 31,365 |
| 1947 | 2,054 | 153 | 2,207 | 81,973 |
| 1948 | 6,896 | 953 | 7,849 | 110,312 |
| 1949 | 12,518 | 1,112 | 13,630 | 104,613 |
| 1950 | 16,719 | 1,528 | 18,247 | 159,944 |
| 1951 | 14,980 | 2,071 | 17,051 | 195,740 |
| 1952 | 17,266 | 3,349 | 20,615 | 189,651 |
| 1953 | 16,589 | 4,186 | 20,785 | 318,178 |
| 1954 | 11,037 | 3,747 | 14,784 | 364,234 |
| 1955 | 15,855 | 4,874 | 20,729 | 780,151 |
| 1956 | 13,127 | 5,061 | 18,188 | 656,696 |
| 1957 | 15,158 | 12,916 | 28,074 | 918,371 |

*Not available. **Including integral school buses. ***Does not represent actual school bus production, because a considerable number of chassis are used for other purposes.

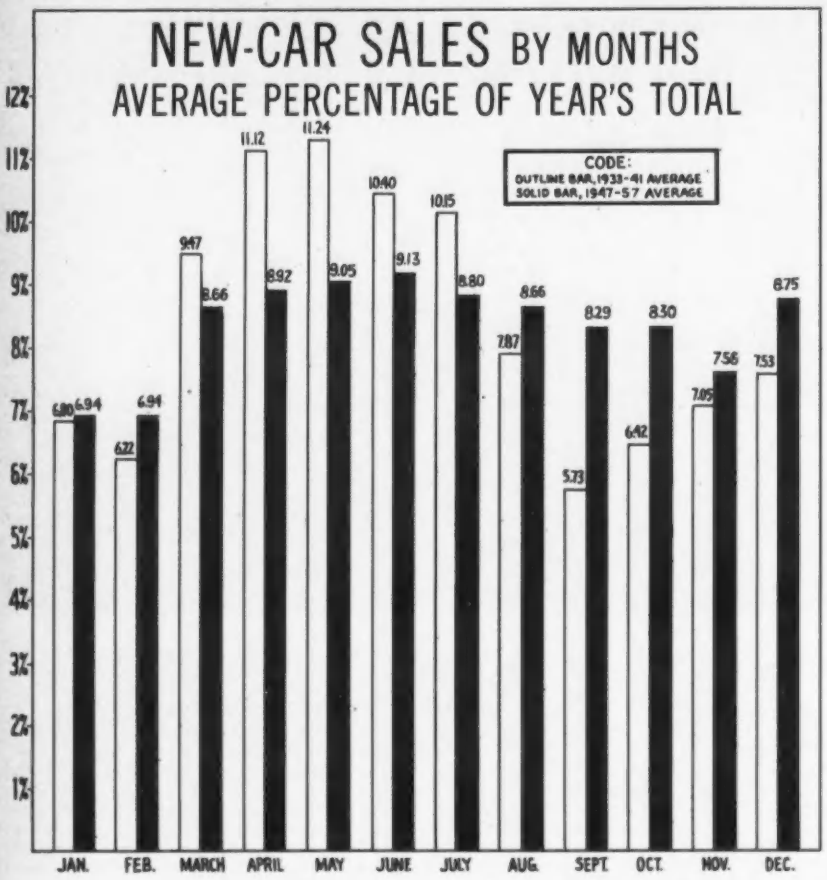
Source: Automobile Manufacturers Association.

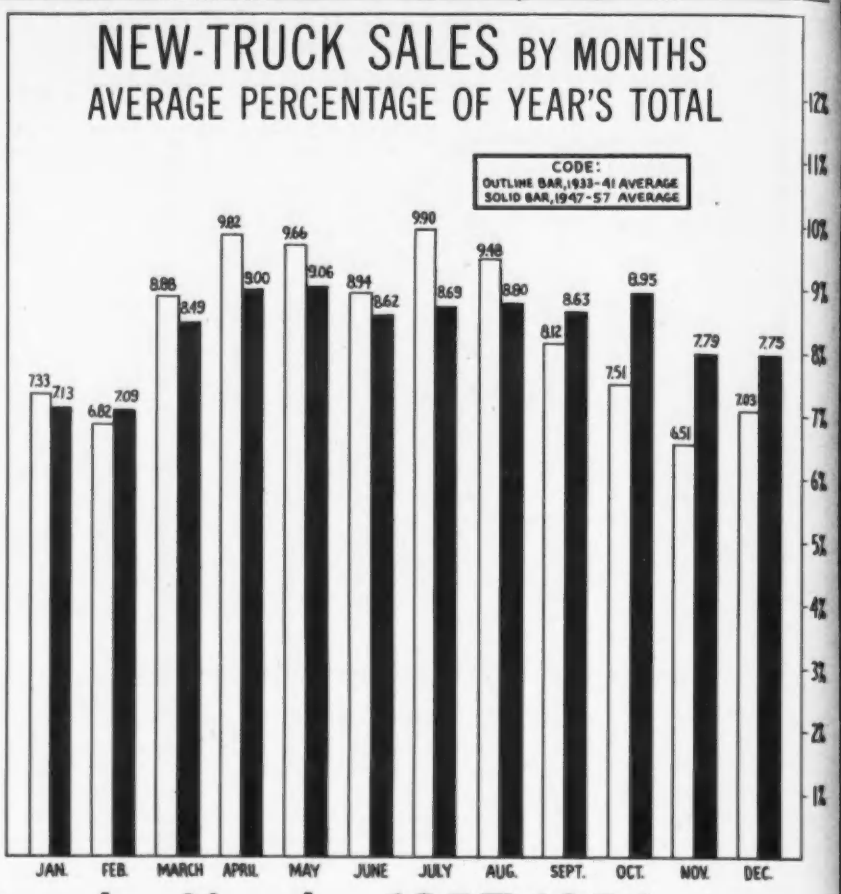
## Factory Sales to Domestic and Foreign Markets

From Plants Located in United States

| | PASSENGER CARS | | | MOTOR TRUCKS AND BUSES* | | | TOTAL MOTOR VEHICLES | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | Domestic Market | Foreign Market | Total | Domestic Market | Foreign Market | Total | Domestic Market | Foreign Market |
| 1921 | 1,468,067 | 1,417,017 | 51,050 | 148,052 | 135,483 | 12,569 | 1,616,119 | 1,552,500 | 63,619 |
| 1922 | 2,274,185 | 2,169,185 | 105,000 | 269,991 | 247,593 | 22,398 | 2,544,176 | 2,416,778 | 127,398 |
| 1923 | 3,624,717 | 3,449,658 | 175,059 | 409,295 | 349,077 | 60,218 | 4,034,012 | 3,798,735 | 235,277 |
| 1924 | 3,185,881 | 2,968,711 | 217,170 | 416,659 | 340,555 | 76,104 | 3,602,540 | 3,309,266 | 293,274 |
| 1925 | 3,735,171 | 3,419,072 | 316,099 | 530,659 | 418,064 | 112,595 | 4,265,830 | 3,837,136 | 428,694 |
| 1926 | 3,692,317 | 3,409,792 | 282,525 | 608,617 | 499,079 | 109,538 | 4,300,934 | 3,907,871 | 393,063 |
| 1927 | 2,936,533 | 2,604,491 | 332,042 | 464,793 | 330,455 | 134,338 | 3,401,326 | 2,934,946 | 466,380 |
| 1928 | 3,775,417 | 3,366,516 | 408,901 | 583,342 | 409,530 | 173,812 | 4,358,759 | 3,776,046 | 582,713 |
| 1929 | 4,455,178 | 4,052,762 | 402,416 | 881,909 | 619,068 | 262,841 | 5,337,087 | 4,671,830 | 665,257 |
| 1930 | 2,787,456 | 2,569,145 | 218,311 | 575,364 | 444,499 | 130,865 | 3,362,820 | 3,013,644 | 349,176 |
| 1931 | 1,948,164 | 1,837,598 | 110,566 | 432,262 | 316,532 | 115,730 | 2,380,426 | 2,154,130 | 226,296 |
| 1932 | 1,103,557 | 1,038,872 | 64,685 | 228,303 | 178,812 | 49,491 | 1,331,860 | 1,217,684 | 114,176 |
| 1933 | 1,560,599 | 1,480,892 | 79,707 | 329,218 | 264,709 | 64,509 | 1,889,817 | 1,745,601 | 144,216 |
| 1934 | 2,160,865 | 1,984,034 | 176,831 | 576,205 | 447,007 | 129,198 | 2,737,070 | 2,431,041 | 306,029 |
| 1935 | 3,273,874 | 3,050,518 | 223,356 | 697,367 | 564,761 | 132,606 | 3,971,241 | 3,615,279 | 355,962 |
| 1936 | 3,679,242 | 3,463,535 | 215,707 | 782,220 | 642,686 | 139,534 | 4,461,462 | 4,106,221 | 355,241 |
| 1937 | 3,929,203 | 3,646,310 | 282,893 | 891,016 | 677,259 | 213,757 | 4,820,219 | 4,323,569 | 496,650 |
| 1938 | 2,019,566 | 1,821,589 | 197,977 | 488,841 | 345,323 | 143,518 | 2,508,407 | 2,166,912 | 341,495 |
| 1939 | 2,888,512 | 2,716,056 | 172,456 | 700,377 | 544,493 | 155,884 | 3,588,889 | 3,260,549 | 328,340 |
| 1940* | 3,717,385 | 3,608,042 | 109,343 | 692,791 | 599,912 | 92,879 | 4,410,176 | 4,207,954 | 202,222 |
| 1941 | 3,779,682 | 3,681,558 | 98,124 | 854,719 | 743,932 | 110,787 | 4,634,401 | 4,425,490 | 208,911 |
| 1942 | 222,862 | 215,779 | 7,083 | 184,985 | 164,325 | 20,660 | 407,847 | 380,104 | 27,743 |
| 1943 | 139 | 121 | 18 | 24,842 | 23,420 | 1,422 | 24,981 | 23,541 | 1,440 |
| 1944 | 610 | 308 | 302 | 116,167 | 102,295 | 13,872 | 116,777 | 102,603 | 14,174 |
| 1945 | 69,532 | 68,093 | 1,439 | 291,469 | 254,039 | 37,430 | 361,001 | 322,132 | 38,869 |
| 1946** | 2,146,970 | 2,002,920 | 144,050 | 931,225 | 744,204 | 187,021 | 3,078,195 | 2,747,124 | 331,071 |
| 1947 | 3,551,145 | 3,290,298 | 260,847 | 1,227,361 | 975,872 | 251,489 | 4,778,506 | 4,266,170 | 512,336 |
| 1948 | 3,901,829 | 3,668,652 | 233,177 | 1,360,307 | 1,157,267 | 203,040 | 5,262,136 | 4,825,919 | 436,217 |
| 1949 | 5,112,675 | 4,956,534 | 156,141 | 1,116,255 | 984,621 | 131,634 | 6,228,930 | 5,941,155 | 287,775 |
| 1950 | 6,656,910 | 6,503,985 | 152,925 | 1,295,695 | 1,144,936 | 150,759 | 7,952,605 | 7,648,921 | 303,684 |
| 1951 | 5,314,849 | 5,067,884 | 246,965 | 1,280,167 | 1,056,583 | 223,584 | 6,595,016 | 6,124,467 | 470,549 |
| 1952 | 4,315,594 | 4,148,546 | 167,048 | 1,036,564 | 874,026 | 162,538 | 5,352,158 | 5,022,572 | 329,586 |
| 1953 | 6,112,749 | 5,926,487 | 186,262 | 1,076,699 | 937,758 | 138,941 | 7,189,448 | 6,864,245 | 325,203 |
| 1954 | 5,556,917 | 5,350,373 | 206,544 | 997,329 | 802,413 | 194,916 | 6,554,246 | 6,152,786 | 401,460 |
| 1955 | 7,915,359 | 7,661,023 | 254,336 | 1,216,837 | 1,024,134 | 192,703 | 9,132,131 | 8,685,157 | 447,039 |
| 1956 | 5,802,557 | 5,609,849 | 192,708 | 1,069,341 | 863,664 | 205,677 | 6,871,898 | 6,473,513 | 398,385 |
| 1957 | 6,095,991 | 5,935,359 | 160,632 | 1,068,056 | 855,562 | 212,494 | 7,164,047 | 6,790,921 | 373,126 |

* Military trucks excluded from 1940 to 1945.
** 1946 to date excludes factory sales to all Federal government agencies.
SOURCE: U. S. Department of Commerce and Automobile Manufacturers Association.




# New Passenger Car Registrations by Months, 1957-1956

**Compiled by Automotive News from R. L. Polk & Co. statistics. All adjustments made throughout the year have been incorporated in each month of these final figures.**

| MONTHS | | Buick | Cadillac | Chevrolet | Chrysler | Continental | DeSoto | Dodge | Edsel | Ford | Hudson | Imperial | Lincoln | Mercury | Metropolitan | Nash | Oldsmobile | Packard | Plymouth | Pontiac | Rambler | Studebaker | Miscellaneous | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| January | '57 | 35013 | 11809 | 101116 | 8206 | 67 | 8462 | 18442 | | 110454 | 512 | 2233 | 3076 | 19215 | 585 | 1192 | 31787 | 363 | 41262 | 24015 | 5210 | 5051 | 9250 | 437320 |
| | '56 | 44803 | 11472 | 109342 | 8259 | 210 | 7496 | 15501 | | 85775 | 974 | 837 | 2942 | 19700 | 313 | 2197 | 36525 | 2833 | 36945 | 28721 | 4626 | 7000 | 5177 | 431648 |
| February | '57 | 33299 | 10841 | 104228 | 8560 | 70 | 8412 | 18352 | | 108672 | 539 | 2414 | 3148 | 20565 | 572 | 966 | 30593 | 536 | 43261 | 25199 | 5058 | 4260 | 9180 | 438725 |
| | '56 | 45552 | 10308 | 114667 | 7997 | 165 | 7604 | 16107 | | 93899 | 918 | 878 | 3169 | 20136 | 264 | 2368 | 35888 | 2733 | 38341 | 28600 | 5213 | 7400 | 5335 | 447542 |
| March | '57 | 43312 | 13968 | 128596 | 11701 | 110 | 11543 | 25589 | | 139070 | 729 | 3760 | 3984 | 27820 | 1011 | 1091 | 39132 | 777 | 60198 | 32950 | 7457 | 5731 | 14388 | 572917 |
| | '56 | 53982 | 12568 | 138094 | 10289 | 175 | 9788 | 19749 | | 118309 | 1146 | 955 | 3679 | 25485 | 324 | 2827 | 41625 | 2959 | 46190 | 35364 | 6932 | 8200 | 6594 | 545234 |
| April | '57 | 38962 | 12804 | 126372 | 10269 | 87 | 10689 | 25235 | | 134506 | 581 | 3602 | 3647 | 27154 | 852 | 1074 | 35228 | 628 | 56512 | 31340 | 8154 | 5433 | 15417 | 548546 |
| | '56 | 53027 | 13489 | 146515 | 10773 | 150 | 9927 | 20585 | | 123940 | 1149 | 1033 | 4087 | 26843 | 519 | 2646 | 42533 | 3121 | 45977 | 34952 | 6895 | 8137 | 7974 | 564272 |
| May | '57 | 35198 | 13165 | 134322 | 9973 | 89 | 9807 | 25332 | | 139127 | 466 | 3441 | 3071 | 27118 | 1036 | 986 | 33699 | 534 | 58202 | 30359 | 9164 | 5129 | 16106 | 556324 |
| | '56 | 50770 | 13539 | 147942 | 10456 | 132 | 9712 | 20855 | | 123114 | 1536 | 765 | 4144 | 26117 | 657 | 2601 | 42069 | 3363 | 46841 | 33012 | 6860 | 7382 | 8147 | 560014 |
| June | '57 | 32230 | 11147 | 127762 | 8554 | 74 | 8535 | 23183 | | 131841 | 395 | 2839 | 2402 | 22398 | 1084 | 799 | 28856 | 480 | 56335 | 27718 | 8897 | 5573 | 15941 | 517043 |
| | '56 | 46060 | 12433 | 148540 | 9759 | 105 | 9133 | 20790 | | 120696 | 1415 | 798 | 3877 | 24611 | 688 | 2020 | 39561 | 2772 | 43024 | 31664 | 6304 | 6322 | 9205 | 539777 |
| July | '57 | 31624 | 11435 | 135452 | 8896 | 41 | 8437 | 24991 | | 137529 | 368 | 2827 | 2562 | 24489 | 1333 | 738 | 28932 | 469 | 59623 | 27380 | 9863 | 6742 | 19533 | 543264 |
| | '56 | 44928 | 11681 | 141737 | 10235 | 114 | 8962 | 20176 | | 125952 | 859 | 766 | 4025 | 25951 | 792 | 1921 | 38294 | 2814 | 44221 | 30618 | 6389 | 6251 | 8311 | 534997 |
| August | '57 | 29757 | 11079 | 117744 | 8209 | 37 | 7750 | 22589 | | 123632 | 265 | 2585 | 2644 | 22310 | 1336 | 611 | 28643 | 392 | 54926 | 25035 | 7326 | 5784 | 19185 | 491839 |
| | '56 | 51404 | 13517 | 145680 | 10786 | 127 | 9423 | 21568 | | 131769 | 867 | 837 | 4483 | 28520 | 863 | 2052 | 41852 | 2960 | 44976 | 34318 | 6656 | 6950 | 8712 | 568320 |
| September | '57 | 28323 | 11931 | 123181 | 8934 | 23 | 7901 | 21183 | 7566 | 121154 | 269 | 2611 | 2777 | 21803 | 1361 | 728 | 29827 | 352 | 49857 | 25823 | 4973 | 4551 | 20089 | 495217 |
| | '56 | 40604 | 10903 | 116519 | 7870 | 87 | 6960 | 15400 | | 87282 | 728 | 455 | 2819 | 21860 | 715 | 1655 | 32148 | 1837 | 31117 | 25310 | 4993 | 4742 | 7017 | 421021 |
| October | '57 | 24384 | 10579 | 114223 | 8361 | 20 | 8375 | 20467 | 8307 | 117175 | 175 | 2211 | 2602 | 19909 | 1017 | 563 | 24622 | 250 | 42655 | 24053 | 7539 | 4951 | 21357 | 463795 |
| | '56 | 33772 | 7562 | 114633 | 7043 | 66 | 6609 | 14070 | | 109150 | 758 | 444 | 3155 | 19786 | 691 | 1654 | 31053 | 1357 | 27896 | 26316 | 5067 | 3784 | 9548 | 424414 |
| November | '57 | 26326 | 9152 | 103506 | 7101 | 816 | 7207 | 16599 | 5277 | 100934 | 134 | 2083 | 2319 | 12957 | 826 | 360 | 24203 | 191 | 35702 | 19871 | 8561 | 4866 | 17919 | 406910 |
| | '56 | 24364 | 3624 | 112619 | 5194 | 84 | 5825 | 15722 | | 117100 | 719 | 829 | 2983 | 14959 | 689 | 1737 | 21628 | 987 | 34579 | 21833 | 5359 | 4527 | 8587 | 403948 |
| December | '57 | 36125 | 13299 | 139786 | 7672 | 1056 | 6797 | 15526 | 5531 | 129523 | 163 | 2411 | 2576 | 14835 | 778 | 366 | 36074 | 217 | 36970 | 25976 | 9267 | 4494 | 21000 | 510442 |
| | '56 | 40105 | 11856 | 129111 | 8192 | 149 | 9327 | 19685 | | 138357 | 753 | 1863 | 3235 | 20635 | 630 | 1593 | 34720 | 660 | 43649 | 27960 | 5573 | 5707 | 10301 | 514061 |
| Grand Totals | '57 | 394553 | 141209 | 1456288 | 106436 | 2490 | 103915 | 257488 | 26681 | 1493617 | 4596 | 33017 | 34808 | 260573 | 11791 | 9474 | 371596 | 5189 | 595503 | 319719 | 91469 | 62565 | 199365 | 5982342 |
| | '56 | 529371 | 132952 | 1565399 | 106853 | 1564 | 100766 | 220208 | | 1375343 | 11822 | 10460 | 42598 | 274603 | 7145 | 25271 | 437896 | 28396 | 483756 | 358668 | 70867 | 76402 | 94908 | 5955248 |

# New Commercial Car Registrations by Months, 1957-1956

**All adjustments made throughout the year have been incorporated in each month of these final figures. Compiled by Automotive News from R. L. Polk & Co. statistics.**

| MONTHS | | Brockway | Chevrolet | Diamond T | Dodge | Ford | G.M.C. | International | Mack | Reo | Studebaker | White | Willys | Miscellaneous | TOTAL | | MONTHS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| January | '57 | 51 | 20820 | 308 | 3881 | 13296 | 5175 | 7539 | 1016 | 238 | 697 | 1015 | 1873 | 1070 | 56979 | '57 | January |
| | '56 | 75 | 22286 | 318 | 4140 | 19044 | 6872 | 8108 | 959 | 218 | 849 | 1251 | 1311 | 710 | 66141 | '56 | |
| February | '57 | 37 | 22769 | 253 | 3320 | 18244 | 5101 | 6769 | 866 | 181 | 591 | 997 | 1802 | 1199 | 62129 | '57 | February |
| | '56 | 56 | 22133 | 289 | 3863 | 18791 | 6970 | 7842 | 897 | 191 | 845 | 1300 | 1605 | 696 | 65478 | '56 | |
| March | '57 | 70 | 25166 | 300 | 4286 | 24860 | 5595 | 7808 | 1135 | 205 | 737 | 1211 | 1866 | 1429 | 74668 | '57 | March |
| | '56 | 78 | 26305 | 375 | 4746 | 22777 | 7156 | 9550 | 1147 | 243 | 844 | 1210 | 1839 | 950 | 77220 | '56 | |
| April | '57 | 51 | 24225 | 323 | 4447 | 26346 | 5892 | 7344 | 1215 | 197 | 635 | 1228 | 1715 | 1820 | 75438 | '57 | April |
| | '56 | 128 | 27531 | 386 | 5078 | 25073 | 7516 | 9950 | 1222 | 293 | 857 | 1540 | 2002 | 1094 | 82670 | '56 | |
| May | '57 | 98 | 28125 | 268 | 4448 | 28276 | 5633 | 8580 | 1257 | 200 | 637 | 1246 | 1710 | 1792 | 82269 | '57 | May |
| | '56 | 99 | 28455 | 361 | 5844 | 25304 | 7869 | 10267 | 1269 | 289 | 915 | 1464 | 1937 | 924 | 84997 | '56 | |
| June | '57 | 44 | 24735 | 267 | 3849 | 24529 | 4651 | 7015 | 1078 | 175 | 492 | 1078 | 1741 | 1675 | 71329 | '57 | June |
| | '56 | 100 | 26547 | 301 | 5760 | 23418 | 6943 | 8964 | 1084 | 311 | 711 | 1324 | 1892 | 1146 | 78501 | '56 | |
| July | '57 | 57 | 27725 | 308 | 4015 | 25600 | 5292 | 9281 | 1257 | 190 | 540 | 1165 | 1806 | 1881 | 79117 | '57 | July |
| | '56 | 77 | 25738 | 402 | 5091 | 23640 | 7244 | 9854 | 1165 | 244 | 755 | 1388 | 1874 | 932 | 78404 | '56 | |
| August | '57 | 55 | 27409 | 305 | 4096 | 24442 | 5341 | 8897 | 1171 | 157 | 506 | 1154 | 1726 | 1794 | 77053 | '57 | August |
| | '56 | 50 | 26451 | 330 | 5182 | 24690 | 7021 | 9727 | 1222 | 237 | 778 | 1133 | 1940 | 1070 | 79831 | '56 | |
| September | '57 | 58 | 27380 | 240 | 4173 | 25524 | 5275 | 9213 | 1072 | 143 | 461 | 898 | 1721 | 1998 | 78156 | '57 | September |
| | '56 | 48 | 24146 | 286 | 4394 | 21587 | 6583 | 9156 | 1058 | 235 | 635 | 1208 | 2062 | 1022 | 72420 | '56 | |
| October | '57 | 80 | 23269 | 327 | 3877 | 28072 | 5105 | 9080 | 1265 | 140 | 440 | 1047 | 2020 | 2177 | 76899 | '57 | October |
| | '56 | 53 | 25604 | 403 | 4417 | 23146 | 6297 | 9317 | 1196 | 316 | 469 | 1260 | 2258 | 1316 | 76052 | '56 | |
| November | '57 | 79 | 18987 | 261 | 4789 | 19331 | 4629 | 7896 | 958 | 119 | 403 | 737 | 1884 | 1815 | 61888 | '57 | November |
| | '56 | 56 | 24918 | 253 | 4204 | 18322 | 5784 | 7737 | 870 | 208 | 448 | 1080 | 2086 | 1017 | 66983 | '56 | |
| December | '57 | 58 | 20350 | 312 | 4250 | 18781 | 4476 | 7534 | 1022 | 122 | 408 | 715 | 2141 | 1991 | 62160 | '57 | December |
| | '56 | 64 | 22031 | 333 | 4932 | 17961 | 6011 | 7542 | 1101 | 189 | 602 | 979 | 2682 | 1242 | 65669 | '56 | |
| Grand Totals | '57 | 738 | 290960 | 3472 | 49431 | 277301 | 62165 | 96956 | 13312 | 2067 | 6547 | 12491 | 22005 | 20640 | 858085 | '57 | Grand Totals |
| | '56 | 884 | 302145 | 4037 | 57651 | 263753 | 82266 | 108014 | 13190 | 2974 | 8708 | 15137 | 23488 | 12119 | 894366 | '56 | |

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CITY.....STATE.....

BY.....DATE.....

# NEW PASSENGER CAR REGISTRATIONS 12 MONTHS' TOTAL, 1957-1956

| Car registrations by states as compiled by R. L. Polk and Co. | | Rambler | Metropolitan | Hudson | Nash | AM. MOTORS TOTAL | Chrysler | Imperial | DeSoto | Dodge | Plymouth | CHRYSLER TOTAL | Ford | Edsel | Continental | Lincoln | Mercury | FORD TOTAL | Buick | Cadillac | Chevrolet | Oldsmobile | Pontiac | G. M. TOTAL | Packard | Studebaker | S-P TOTAL | Miscellaneous | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Alabama | '57 | 753 | 121 | 33 | 109 | 1016 | 1085 | 286 | 851 | 2548 | 6370 | 11140 | 22797 | 319 | 22 | 292 | 3447 | 26877 | 5944 | 1238 | 24175 | 4621 | 3903 | 39881 | 29 | 491 | 520 | 2104 | 81538 |
| | '56 | 530 | 68 | 114 | 213 | 925 | 1095 | 95 | 744 | 1947 | 5552 | 9433 | 21014 | | 9 | 426 | 3672 | 25121 | 7567 | 1295 | 28812 | 5427 | 4598 | 47699 | 180 | 794 | 974 | 482 | 84634 |
| Arizona | '57 | 570 | 101 | 12 | 33 | 716 | 526 | 205 | 355 | 1106 | 3064 | 5256 | 9313 | 244 | 17 | 247 | 1637 | 11458 | 1991 | 918 | 9185 | 2129 | 1834 | 16057 | 24 | 419 | 443 | 1832 | 35762 |
| | '56 | 425 | 91 | 39 | 111 | 666 | 519 | 62 | 370 | 914 | 2146 | 4011 | 8330 | | 15 | 229 | 1422 | 9996 | 2608 | 804 | 8842 | 1985 | 1869 | 16108 | 161 | 546 | 707 | 733 | 32221 |
| Arkansas | '57 | 380 | 40 | 18 | 41 | 479 | 369 | 104 | 418 | 1777 | 3660 | 6328 | 12385 | 97 | 6 | 154 | 2195 | 14837 | 2478 | 715 | 11700 | 2375 | 2194 | 19462 | 17 | 396 | 413 | 430 | 41949 |
| | '56 | 363 | 18 | 71 | 116 | 568 | 457 | 23 | 379 | 1421 | 3620 | 5900 | 12287 | | 2 | 242 | 2499 | 15030 | 3067 | 687 | 13641 | 3194 | 2492 | 23081 | 91 | 575 | 666 | 124 | 45369 |
| California | '57 | 7103 | 2714 | 419 | 631 | 10867 | 9999 | 4126 | 8617 | 24300 | 50851 | 97893 | 145168 | 3136 | 368 | 4364 | 24382 | 177418 | 28864 | 17314 | 126207 | 30537 | 26666 | 229588 | 392 | 4771 | 5163 | 50256 | 571185 |
| | '56 | 5966 | 2860 | 702 | 1678 | 11206 | 10013 | 1535 | 8442 | 19347 | 39929 | 79266 | 118030 | | 366 | 5757 | 34027 | 158180 | 47054 | 16431 | 134061 | 35007 | 34383 | 266936 | 2236 | 7163 | 9399 | 31177 | 556164 |
| Colorado | '57 | 1288 | 163 | 109 | 153 | 1713 | 937 | 284 | 708 | 2439 | 5478 | 9846 | 13609 | 364 | 18 | 350 | 2726 | 17067 | 3245 | 1140 | 13642 | 3173 | 2755 | 23955 | 83 | 617 | 700 | 1730 | 55011 |
| | '56 | 888 | 77 | 225 | 347 | 1537 | 869 | 99 | 692 | 2108 | 3958 | 7726 | 11939 | | 14 | 477 | 2593 | 15023 | 4031 | 1117 | 14477 | 3518 | 2858 | 26001 | 271 | 754 | 1025 | 452 | 51764 |
| Connecticut | '57 | 2131 | 264 | 67 | 196 | 2658 | 1847 | 558 | 1592 | 4632 | 9746 | 18375 | 20307 | 432 | 48 | 616 | 3113 | 24516 | 5145 | 2169 | 18045 | 5072 | 5224 | 35655 | 92 | 1075 | 1167 | 5664 | 88035 |
| | '56 | 1854 | 149 | 229 | 457 | 2689 | 2295 | 178 | 1563 | 4342 | 7408 | 15786 | 19091 | | 21 | 611 | 3976 | 23699 | 7471 | 2045 | 20055 | 7026 | 5932 | 42529 | 703 | 1320 | 2023 | 2620 | 89346 |
| Delaware | '57 | 136 | 18 | 11 | 18 | 183 | 377 | 85 | 285 | 795 | 2305 | 3847 | 4634 | 52 | 3 | 135 | 903 | 5727 | 1142 | 484 | 4843 | 1134 | 1323 | 8926 | 13 | 170 | 183 | 400 | 19266 |
| | '56 | 109 | 13 | 8 | 49 | 179 | 280 | 23 | 236 | 756 | 1814 | 3109 | 4540 | | 1 | 138 | 946 | 5625 | 1585 | 376 | 5045 | 1275 | 1224 | 9505 | 49 | 222 | 271 | 178 | 18867 |
| Dist. of Columbia | '57 | 264 | 65 | 25 | 20 | 374 | 501 | 173 | 432 | 1218 | 2801 | 5125 | 5326 | 68 | 15 | 183 | 1023 | 6615 | 1244 | 752 | 5617 | 1629 | 1592 | 10834 | 25 | 139 | 164 | 1216 | 24328 |
| | '56 | 180 | 43 | 35 | 36 | 294 | 545 | 68 | 499 | 977 | 3361 | 5450 | 4946 | | 3 | 189 | 975 | 6113 | 2077 | 756 | 7196 | 1901 | 1807 | 13737 | 172 | 153 | 325 | 587 | 26506 |
| Florida | '57 | 2393 | 675 | 160 | 170 | 3398 | 2430 | 1332 | 2488 | 6674 | 17470 | 30194 | 47666 | 814 | 125 | 1599 | 7527 | 57731 | 12150 | 6469 | 49546 | 10777 | 7533 | 86475 | 117 | 1285 | 1402 | 11698 | 191098 |
| | '56 | 1770 | 353 | 265 | 442 | 2830 | 2513 | 494 | 2272 | 5647 | 10614 | 21540 | 44615 | | 97 | 1837 | 7268 | 53817 | 14618 | 5511 | 49555 | 12170 | 8695 | 90549 | 667 | 1712 | 2379 | 4536 | 175651 |
| Georgia | '57 | 795 | 169 | 18 | 123 | 1105 | 1288 | 323 | 979 | 3376 | 8099 | 14065 | 32622 | 320 | 27 | 426 | 4803 | 37398 | 6734 | 1981 | 30401 | 6183 | 6524 | 51823 | 68 | 834 | 902 | 2590 | 107883 |
| | '56 | 708 | 98 | 57 | 219 | 1082 | 1312 | 120 | 1020 | 3382 | 7651 | 13485 | 33631 | | 19 | 542 | 4871 | 39063 | 9092 | 2023 | 38767 | 7844 | 7845 | 65571 | 339 | 1333 | 1672 | 760 | 121633 |
| Idaho | '57 | 673 | 46 | 45 | 40 | 804 | 333 | 106 | 365 | 945 | 1820 | 3569 | 4098 | 123 | 5 | 128 | 945 | 5299 | 1582 | 488 | 4424 | 1193 | 1221 | 8908 | 21 | 362 | 383 | 698 | 19661 |
| | '56 | 614 | 39 | 127 | 152 | 932 | 408 | 37 | 338 | 911 | 1510 | 3204 | 4053 | | 1 | 171 | 1083 | 5308 | 2029 | 452 | 5003 | 1348 | 1347 | 10179 | 112 | 511 | 623 | 162 | 20408 |
| Illinois | '57 | 7874 | 341 | 235 | 873 | 9323 | 7411 | 2267 | 6326 | 13624 | 38050 | 67678 | 95814 | 1564 | 179 | 2760 | 16789 | 117106 | 30079 | 10925 | 100273 | 28200 | 22481 | 191958 | 387 | 4678 | 5065 | 7393 | 398523 |
| | '56 | 5742 | 80 | 941 | 2478 | 9241 | 7657 | 764 | 6638 | 12766 | 30960 | 58785 | 87231 | | 106 | 3372 | 18698 | 109407 | 37087 | 10368 | 105639 | 31774 | 25070 | 209938 | 2134 | 5677 | 7811 | 2992 | 398174 |
| Indiana | '57 | 2611 | 181 | 142 | 351 | 3285 | 3111 | 944 | 3333 | 7547 | 18161 | 33096 | 46705 | 969 | 67 | 998 | 7988 | 56727 | 15074 | 3923 | 43065 | 12782 | 10438 | 85282 | 251 | 4267 | 4518 | 2490 | 185398 |
| | '56 | 2101 | 75 | 408 | 900 | 3484 | 3239 | 290 | 3399 | 6847 | 14470 | 28254 | 42548 | | 35 | 1322 | 9861 | 52866 | 18231 | 3853 | 48671 | 14967 | 11527 | 97249 | 945 | 4650 | 5595 | 975 | 188423 |
| Iowa | '57 | 1293 | 37 | 107 | 177 | 1614 | 1301 | 271 | 1199 | 3446 | 7908 | 14125 | 22760 | 430 | 18 | 356 | 3990 | 27554 | 6164 | 1486 | 23541 | 5293 | 4718 | 41202 | 75 | 1028 | 1103 | 1076 | 86674 |
| | '56 | 1034 | 14 | 269 | 450 | 1767 | 1432 | 103 | 1007 | 3062 | 6198 | 11802 | 20660 | | 13 | 469 | 3866 | 25008 | 7617 | 1470 | 24016 | 5537 | 4682 | 43322 | 315 | 1132 | 1447 | 549 | 83895 |
| Kansas | '57 | 1284 | 114 | 90 | 179 | 1667 | 1159 | 261 | 1195 | 3093 | 6845 | 12553 | 20875 | 387 | 20 | 320 | 3736 | 25338 | 5446 | 1546 | 22597 | 5139 | 4513 | 39241 | 68 | 896 | 964 | 1232 | 80995 |
| | '56 | 1112 | 26 | 284 | 546 | 1968 | 1147 | 90 | 1018 | 2513 | 5440 | 10208 | 20130 | | 23 | 432 | 3963 | 24548 | 7012 | 1519 | 23196 | 5781 | 4757 | 42265 | 421 | 1211 | 1632 | 352 | 80973 |
| Kentucky | '57 | 567 | 78 | 47 | 53 | 745 | 882 | 227 | 839 | 2415 | 6676 | 11039 | 19630 | 389 | 20 | 225 | 3204 | 23468 | 5530 | 1112 | 21088 | 4916 | 3972 | 36618 | 52 | 517 | 569 | 695 | 73134 |
| | '56 | 422 | 20 | 102 | 168 | 712 | 868 | 53 | 789 | 2147 | 5269 | 9126 | 17963 | | 6 | 282 | 3291 | 21542 | 6618 | 1035 | 23589 | 5668 | 4135 | 41045 | 209 | 623 | 832 | 303 | 73560 |
| Louisiana | '57 | 603 | 172 | 19 | 47 | 841 | 1102 | 383 | 1057 | 2930 | 7866 | 13338 | 28537 | 436 | 32 | 380 | 4101 | 33486 | 5428 | 1690 | 29823 | 6256 | 6116 | 49313 | 49 | 727 | 776 | 1231 | 94985 |
| | '56 | 500 | 29 | 50 | 170 | 749 | 983 | 115 | 856 | 2152 | 5560 | 9666 | 24297 | | 9 | 408 | 3860 | 28574 | 6755 | 1570 | 28128 | 7165 | 7199 | 50817 | 300 | 1055 | 1355 | 427 | 91588 |
| Maine | '57 | 893 | 73 | 48 | 71 | 1085 | 308 | 72 | 420 | 1031 | 2676 | 4507 | 6398 | 71 | 4 | 143 | 1111 | 7727 | 1705 | 475 | 6485 | 1261 | 1554 | 11480 | 25 | 442 | 467 | 1250 | 26516 |
| | '56 | 695 | 43 | 85 | 165 | 988 | 375 | 23 | 475 | 1068 | 2500 | 4441 | 6575 | | 5 | 134 | 1133 | 7847 | 2092 | 441 | 7120 | 1551 | 1765 | 12969 | 124 | 537 | 661 | 494 | 27400 |
| Maryland | '57 | 1006 | 177 | 107 | 125 | 1415 | 1879 | 480 | 1545 | 5298 | 13504 | 22706 | 23684 | 346 | 17 | 393 | 3708 | 28148 | 5353 | 1797 | 26138 | 5832 | 5969 | 45089 | 111 | 954 | 1065 | 2701 | 101124 |
| | '56 | 830 | 113 | 142 | 248 | 1333 | 1942 | 159 | 2023 | 4383 | 10743 | 19250 | 22736 | | 16 | 513 | 4023 | 27288 | 8294 | 1690 | 28765 | 6980 | 6107 | 51836 | 682 | 1367 | 2049 | 1085 | 102841 |
| Massachusetts | '57 | 4433 | 320 | 163 | 295 | 5211 | 2869 | 869 | 2954 | 6135 | 15317 | 28144 | 33861 | 479 | 44 | 959 | 5819 | 41162 | 9314 | 3267 | 31384 | 10804 | 7746 | 62515 | 110 | 1068 | 1178 | 6557 | 144767 |
| | '56 | 3687 | 174 | 493 | 1064 | 5418 | 3069 | 246 | 2899 | 5721 | 13882 | 25817 | 36001 | | 40 | 1098 | 6209 | 43348 | 13625 | 2978 | 34640 | 15248 | 10410 | 76901 | 869 | 1548 | 2417 | 3086 | 156987 |
| Michigan | '57 | 5716 | 725 | 188 | 438 | 7067 | 5774 | 1894 | 7628 | 17476 | 39811 | 72583 | 94584 | 2364 | 291 | 2979 | 18924 | 119142 | 24417 | 10326 | 80443 | 22072 | 19172 | 156430 | 166 | 2709 | 2875 | 7716 | 365813 |
| | '56 | 4495 | 238 | 640 | 1371 | 6744 | 4706 | 608 | 5948 | 12137 | 26620 | 50019 | 81068 | | 68 | 2844 | 15599 | 99579 | 33787 | 9628 | 95204 | 26805 | 19237 | 184661 | 1320 | 3032 | 4352 | 2783 | 348138 |
| Minnesota | '57 | 2651 | 53 | 91 | 341 | 3136 | 2028 | -465 | 1971 | 5000 | 11553 | 21017 | 32322 | 621 | 21 | 610 | 5486 | 39060 | 8518 | 2112 | 30272 | 8571 | 6100 | 55573 | 119 | 1795 | 1914 | 1649 | 122349 |
| | '56 | 1432 | 35 | 420 | 814 | 2701 | 1844 | 118 | 2105 | 4708 | 8297 | 17072 | 26991 | | 21 | 713 | 5139 | 32864 | 10044 | 2123 | 31113 | 10087 | 6183 | 59550 | 691 | 2150 | 2841 | 681 | 115709 |
| Mississippi | '57 | 188 | 27 | 5 | 27 | 247 | 457 | 141 | 481 | 1165 | 3517 | 5761 | 13048 | 128 | 11 | 137 | 1766 | 15090 | 3170 | 741 | 14183 | 2720 | 3695 | 23509 | 26 | 486 | 512 | 484 | 45605 |
| | '56 | 185 | 4 | 17 | 45 | 251 | 611 | 45 | 507 | 1439 | 4399 | 7001 | 13754 | | 2 | 184 | 2210 | 16150 | 4088 | 745 | 16401 | 3373 | 3033 | 27640 | 136 | 758 | 894 | 122 | 52058 |
| Missouri | '57 | 1661 | 147 | 64 | 209 | 2081 | 1754 | 562 | 2311 | 5312 | 15250 | 25189 | 37165 | 419 | 37 | 591 | 5566 | 43778 | 8577 | 2814 | 41054 | 8590 | 7766 | 68801 | 123 | 1597 | 1720 | 2046 | 143615 |
| | '56 | 1336 | 48 | 137 | 629 | 2150 | 1694 | 145 | 2417 | 3737 | 13605 | 21598 | 34253 | | 34 | 726 | 6954 | 41967 | 12151 | 2968 | 44579 | 10267 | 8792 | 78757 | 714 | 2040 | 2754 | 943 | 148169 |
| Montana | '57 | 677 | 46 | 34 | 45 | 802 | 404 | 152 | 324 | 1176 | 2120 | 4176 | 5427 | 127 | 2 | 120 | 1041 | 6717 | 1586 | 557 | 5696 | 1453 | 1068 | 10360 | 28 | 393 | 421 | 956 | 23432 |
| | '56 | 544 | 16 | 148 | 149 | 857 | 494 | 61 | 296 | 1111 | 1835 | 3797 | 5720 | | 7 | 178 | 1096 | 7001 | 1938 | 529 | 6217 | 1624 | 1327 | 11635 | 159 | 475 | 634 | 332 | 24256 |
| Nebraska | '57 | 582 | 19 | 47 | 81 | 729 | 608 | 189 | 402 | 1345 | 3758 | 6302 | 12983 | 223 | 4 | 167 | 2191 | 15548 | 3231 | 823 | 12416 | 2525 | 2153 | 21148 | 52 | 511 | 563 | 526 | 44836 |
| | '56 | 417 | 16 | 98 | 206 | 737 | 676 | 56 | 519 | 1385 | 3223 | 5859 | 11159 | | 8 | 262 | 1959 | 13388 | 4165 | 901 | 12498 | 2818 | 2611 | 22993 | 279 | 544 | 823 | 129 | 43929 |
| Nevada | '57 | 61 | 26 | 2 | 6 | 95 | 213 | 93 | 212 | 366 | 878 | 1762 | 2515 | 48 | 10 | 130 | 629 | 3332 | 588 | 335 | 2154 | 732 | 683 | 4492 | 14 | 205 | 219 | 858 | 10758 |
| | '56 | 105 | 25 | 8 | 36 | 174 | 192 | 33 | 170 | 328 | 684 | 1407 | 2517 | | 10 | 141 | 658 | 3326 | 866 | 355 | 2298 | 823 | 782 | 5124 | 91 | 359 | 450 | 464 | 10945 |
| New Hampshire | '57 | 649 | 55 | 21 | 53 | 778 | 258 | 56 | 270 | 818 | 1781 | 3183 | 4096 | 72 | 5 | 104 | 725 | 5002 | 969 | 320 | 4519 | 905 | 1073 | 7386 | 12 | 338 | 350 | 1110 | 18209 |
| | '56 | 543 | 19 | 63 | 113 | 738 | 324 | 20 | 259 | 818 | 1499 | 2920 | 4257 | | 7 | 122 | 930 | 5316 | 1421 | 304 | 4778 | 1287 | 1378 | 9168 | 85 | 337 | 422 | 503 | 19067 |
| New Jersey | '57 | 3162 | 407 | 148 | 248 | 3965 | 6557 | 2062 | 6460 | 12343 | 27056 | 54478 | 48453 | 967 | 128 | 1607 | 9015 | 60170 | 13680 | 6826 | 47159 | 13773 | 11308 | 92746 | 257 | 2648 | 2905 | 7178 | 221442 |
| | '56 | 2122 | 179 | 343 | 723 | 3367 | 6564 | 567 | 6834 | 11041 | 22541 | 47547 | 47522 | | 72 | 1935 | 9464 | 58993 | 20892 | 5982 | 48804 | 17105 | 12817 | 105600 | 1244 | 2703 | 3947 | 3274 | 222728 |
| New Mexico | '57 | 356 | 60 | 9 | 29 | 454 | 479 | 125 | 426 | 1094 | 2083 | 4207 | 6733 | 150 | 12 | 151 | 1220 | 8266 | 1674 | 561 | 7490 | 1644 | 1652 | 13021 | 21 | 319 | 340 | 903 | 27191 |
| | '56 | 198 | 16 | 30 | 61 | 305 | 467 | 42 | 316 | 742 | 1541 | 3108 | 6312 | | 8 | 205 | 1435 | 7960 | 2064 | 611 | 7675 | 1808 | 1771 | 13929 | 61 | 292 | 353 | 267 | 25922 |
| New York | '57 | 8747 | 1017 | 410 | 734 | 10908 | 14725 | 4275 | 13029 | 29726 | 60473 | 122228 | 116559 | 2127 | 299 | 3802 | 24553 | 147340 | 36349 | 15501 | 113782 | 37879 | 29427 | 232938 | 510 | 5654 | 6164 | 24989 | 544547 |
| | '56 | 6561 | 490 | 927 | 1866 | 9844 | 13955 | 1167 | 11896 | 22630 | 51202 | 100850 | 103676 | | 125 | 4231 | 21793 | 129825 | 46768 | 14121 | 110966 | 44622 | 32377 | 248854 | 2877 | 5874 | 8751 | 12972 | 511096 |
| North Carolina | '57 | 1026 | 164 | 41 | 111 | 1342 | 1523 | 315 | 1435 | 3240 | 8571 | 15084 | 29577 | 356 | 25 | 395 | 3718 | 34071 | 7273 | 1964 | 25751 | 6186 | 5446 | 46620 | 75 | 964 | 1039 | 1337 | 99493 |
| | '56 | 792 | 81 | 105 | 297 | 1275 | 1702 | 82 | 1472 | 3051 | 8273 | 14580 | 30321 | | 19 | 477 | 4488 | 35305 | 9042 | 1906 | 29345 | 7292 | 6168 | 53753 | 376 | 1277 | 1653 | 573 | 107139 |
| North Dakota | '57 | 515 | 21 | 20 | 75 | 631 | 447 | 93 | 358 | 1009 | 1948 | 3855 | 6549 | 126 | 7 | 113 | 984 | 7799 | 1196 | 309 | 6327 | 1403 | 881 | 10116 | 26 | 314 | 340 | 255 | 22996 |
| | '56 | 278 | 3 | 66 | 148 | 495 | 397 | 14 | 277 | 786 | 1544 | 3018 | 5164 | | 2 | 134 | 938 | 6238 | 1394 | 302 | 5402 | 1379 | 731 | 9208 | 105 | 330 | 435 | 52 | 19446 |
| Ohio | '57 | 4458 | 632 | 301 | 549 | 5940 | 7293 | 2039 | 7761 | 21310 | 41625 | 80028 | 94616 | 1960 | 151 | 2111 | 18755 | 117593 | 27773 | 8052 | 84560 | 24217 | 22243 | 144845 | 355 | 3630 | 3985 | 6509 | 380900 |
| | '56 | 3527 | 275 | 879 | 1513 | 6194 | 7380 | 693 | 8019 | 19034 | 32290 | 67416 | 89062 | | 59 | 2866 | 18295 | 110282 | 37402 | 7536 | 94854 | 28986 | 25609 | 194387 | 2029 | 4169 | 6198 | 2780 | 387257 |
| Oklahoma | '57 | 890 | 93 | 48 | 88 | 1119 | 724 | 270 | 897 | 2309 | 6178 | 10378 | 20342 | 255 | 35 | 265 | 3253 | 24150 | 4756 | 1557 | 20065 | 4830 | 3988 | 35196 | 60 | 711 | 771 | 1411 | 73025 |
| | '56 | 603 | 15 | 105 | 213 | 936 | 734 | 80 | 928 | 2015 | 4978 | 8735 | 20011 | | 13 | 403 | 3471 | 23898 | 6135 | 1560 | 22589 | 5550 | 4521 | 40355 | 287 | 855 | 1142 | 380 | 75446 |
| Oregon | '57 | 1618 | 241 | 59 | 148 | 2066 | 889 | 294 | 1157 | 2605 | 4946 | 9881 | 14922 | 398 | 9 | 394 | 2734 | 18457 | 3678 | 1150 | 16082 | 3336 | 3285 | 27531 | 73 | 943 | 1016 | 4777 | 63728 |
| | '56 | 1495 | 175 | 175 | 520 | 2365 | 932 | 114 | 1164 | 2854 | 4385 | 9449 | 15616 | | 22 | 549 | 3474 | 19661 | 6124 | 1390 | 17962 | 4642 | 4560 | 34678 | 273 | 1477 | 1750 | 2628 | 70531 |
| Pennsylvania | '57 | 5686 | 518 | 488 | 744 | 7436 | 8969 | 2441 | 9290 | 20710 | 48806 | 90216 | 77320 | 1317 | 124 | 2049 | 17013 | 97823 | 26449 | 8703 | 85933 | 22319 | 20823 | 164247 | 515 | 4837 | 5352 | 9391 | 374465 |
| | '56 | 4641 | 253 | 1085 | 1920 | 7899 | 9428 | 694 | 9114 | 19053 | 45831 | 84120 | 80438 | | 74 | 2645 | 17219 | 100376 | 36259 | 7469 | 88321 | 27462 | 22701 | 182212 | 2940 | 5467 | 8407 | 3963 | 386977 |
| Rhode Island | '57 | 745 | 64 | 44 | 98 | 951 | 462 | 170 | 431 | 934 | 2573 | 4570 | 6196 | 124 | 10 | 150 | 688 | 7168 | 1254 | 624 | 4774 | 1497 | 1043 | 9192 | 28 | 208 | 236 | 1213 | 23330 |
| | '56 | 540 | 42 | 79 | 202 | 863 | 563 | 70 | 319 | 782 | 2260 | 3994 | 5268 | | 12 | 174 | 1038 | 6492 | 2001 | 586 | 5445 | 2130 | 1329 | 11491 | 153 | 384 | 537 | 619 | 23996 |
| South Carolina | '57 | 339 | 94 | 9 | 40 | 482 | 581 | 116 | 616 | 1312 | 4436 | 7061 | 14060 | 166 | 8 | 134 | 1852 | 16220 | 3959 | 879 | 12661 | 2620 | 2527 | 22646 | 21 | 385 | 406 | 946 | 47761 |
| | '56 | 271 | 30 | 26 | 85 | 412 | 567 | 39 | 585 | 1434 | 3804 | 6429 | 14328 | | 12 | 195 | 2011 | 16546 | 4433 | 825 | 16711 | 3255 | 2824 | 28048 | 67 | 501 | 568 | 352 | 52355 |
| South Dakota | '57 | 497 | 6 | 24 | 57 | 584 | 298 | 55 | 277 | 847 | 1740 | 3217 | 6016 | 65 | | 86 | 838 | 7005 | 1315 | 312 | 5821 | 1183 | 978 | 9609 | 23 | 347 | 370 | 263 | 21048 |
| | '56 | 348 | 5 | 82 | 164 | 599 | 299 | 22 | 248 | 733 | 1458 | 2760 | 4946 | | 3 | 108 | 858 | 5915 | 1650 | 304 | 5713 | 1329 | 1078 | 10074 | 111 | 332 | 443 | 83 | 19874 |
| Tennessee | '57 | 901 | 109 | 38 | 107 | 1155 | 983 | 296 | 1136 | 3284 | 7670 | 13369 | 25439 | 393 | 20 | 308 | 3717 | 29877 | 6829 | 1474 | 24591 | 5233 | 4936 | 43063 | 48 | 716 | 764 | 979 | 89287 |
| | '56 | 593 | 35 | 86 | 262 | 976 | 1048 | 81 | 1016 | 2711 | 6822 | 11678 | 23483 | | 15 | 364 | 3938 | 27800 | 8472 | 1431 | 27677 | 6516 | 4543 | 48639 | 238 | 1005 | 1243 | 269 | 90605 |
| Texas | '57 | 2588 | 480 | 109 | 308 | 3485 | 4581 | 1761 | 4155 | 10732 | 31663 | 52892 | 99456 | 1361 | 98 | 1300 | 14895 | 117110 | 23165 | 7511 | 101668 | 23870 | 18004 | 174218 | 143 | 2483 | 2626 | 5734 | 356065 |
| | '56 | 1969 | 220 | 295 | 689 | 3173 | 3786 | 566 | 3337 | 8506 | 20336 | 36531 | 89000 | | 98 | 1823 | 15008 | 105929 | 30659 | 7332 | 110864 | 25055 | 19796 | 193706 | 826 | 3409 | 4235 | 1714 | 345288 |
| Utah | '57 | 411 | 10 | 30 | 41 | 492 | 460 | 147 | 582 | 966 | 2278 | 4433 | 5900 | 103 | 7 | 171 | 1340 | 7521 | 1647 | 555 | 5148 | 1657 | 1384 | 10391 | 21 | 266 | 287 | 1117 | 24241 |
| | '56 | 277 | 10 | 77 | 133 | 497 | 523 | 75 | 614 | 838 | 1577 | 3627 | 4865 | | 8 | 220 | 1565 | 6658 | 2340 | 588 | 6034 | 1862 | 1614 | 12438 | 105 | 252 | 357 | 452 | 24029 |
| Vermont | '57 | 463 | 59 | 19 | 49 | 590 | 202 | 37 | 129 | 523 | 1179 | 2070 | 3229 | 28 | 9 | 44 | 488 | 3798 | 907 | 228 | 3313 | 625 | 728 | 5801 | 12 | 236 | 248 | 906 | 13413 |
| | '56 | 331 | 12 | 31 | 80 | 454 | 249 | 13 | 166 | 523 | 1148 | 2099 | 3428 | | 3 | 60 | 508 | 3999 | 1124 | 187 | 3624 | 830 | 828 | 6593 | 51 | 247 | 298 | 346 | 13789 |
| Virginia | '57 | 1466 | 253 | 45 | 155 | 1939 | 1749 | 446 | 1908 | 4228 | 11997 | 20328 | 30149 | 416 | 33 | 492 | 5101 | 36191 | 7239 | 2072 | 30206 | 5860 | 7422 | 52799 | 127 | 1163 | 1290 | 3576 | 116123 |
| | '56 | 1167 | 171 | 175 | 313 | 1826 | 2101 | 141 | 1992 | 3869 | 10657 | 18760 | 29308 | | 18 | 572 | 5217 | 35115 | 9785 | 2006 | 31296 | 7096 | 7942 | 58125 | 595 | 1300 | 1895 | 1623 | 117344 |
| Washington | '57 | 2199 | 395 | 78 | 230 | 2902 | 1060 | 313 | 1090 | 3229 | 6171 | 11863 | 18445 | 364 | 23 | 409 | 2644 | 21885 | 4030 | 1165 | 18293 | 3459 | 3629 | 30576 | 63 | 959 | 1022 | 5628 | 73876 |
| | '56 | 1816 | 238 | 195 | 568 | 2817 | 1298 | 102 | 1166 | 3069 | 5611 | 11246 | 18249 | | 18 | 456 | 3117 | 21840 | 6679 | 1159 | 18897 | 4385 | 4374 | 35494 | 342 | 1207 | 1549 | 3014 | 75960 |
| West Virginia | '57 | 621 | 59 | 33 | 86 | 799 | 938 | 233 | 846 | 2734 | 5544 | 10295 | 14048 | 263 | 12 | 190 | 2643 | 17156 | 3759 | 737 | 14257 | 2804 | 3205 | 24762 | 112 | 858 | 970 | 987 | 54969 |
| | '56 | 575 | 40 | 96 | 211 | 922 | 1016 | 57 | 862 | 2648 | 5700 | 10283 | 12537 | | 7 | 286 | 2588 | 15418 | 4433 | 673 | 13768 | 3053 | 3253 | 25180 | 383 | 810 | 1193 | 412 | 53408 |
| Wisconsin | '57 | 5336 | 130 | 276 | 642 | 6384 | 2127 | 576 | 2162 | 5913 | 10286 | 21064 | 34357 | 598 | 39 | 674 | 5791 | 41459 | 10905 | 2812 | 32324 | 9442 | 7120 | 62603 | 138 | 1635 | 1773 | 2415 | 135698 |
| | '56 | 4034 | 63 | 754 | 1880 | 6731 | 2100 | 164 | 2381 | 5392 | 8330 | 18367 | 28805 | | 15 | 969 | 5670 | 35459 | 13574 | 2676 | 33565 | 10208 | 7082 | 67105 | 814 | 1787 | 2601 | 1033 | 131296 |
| Wyoming | '57 | 210 | 12 | 20 | 30 | 272 | 179 | 55 | 213 | 453 | 945 | 1845 | 2902 | 102 | 5 | 97 | 656 | 3762 | 1028 | 300 | 3167 | 885 | 704 | 6084 | 12 | 119 | 131 | 261 | 12355 |
| | '56 | 142 | 8 | 34 | 51 | 235 | 185 | 14 | 180 | 423 | 712 | 1514 | 2668 | | 3 | 107 | 627 | 3405 | 1151 | 334 | 3581 | 881 | 705 | 6652 | 64 | 146 | 210 | 71 | 12087 |
| 12 Months Total All States | '57 | 91469 | 11791 | 4596 | 9474 | 117330 | 106436 | 33017 | 103915 | 257488 | 595503 | 1096359 | 1493617 | 26681 | 2490 | 34808 | 260573 | 1818169 | 394553 | 141209 | 1456288 | 371596 | 319719 | 2683365 | 5189 | 62565 | 67754 | 199365 | 5982342 |
| | '56 | 70867 | 7145 | 11822 | 25271 | 115105 | 106853 | 10460 | 100766 | 220208 | 483756 | 922043 | 1375343 | | 1564 | 42598 | 274603 | 1694108 | 529371 | 132952 | 1565399 | 437896 | 358668 | 3024286 | 28396 | 76402 | 104798 | 94908 | 5955248 |

"The information contained in this report has been compiled from official state documents. Every reasonable precaution has been exercised to insure accuracy of this report to the extent of the registrations received and tabulated at the time the report is published. R. L. Polk & Co. cannot assume any liability by reason of inaccuracies or omissions."—R. L. Polk & Co.

# NEW COMMERCIAL CAR REGISTRATIONS, 12 MONTHS' TOTAL, 1957-1956

| Truck registrations by states are released here weekly, as compiled by R. L. Polk representatives in state capitals. | | Brockway | Chevrolet | Diamond T | Dodge | Ford | G. M. C. | International | Mack | Reo | Studebaker | White | Willys | Misc. | TOTAL | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Alabama | '57 | 1 | 6761 | 45 | 656 | 5283 | 1836 | 1683 | 486 | 27 | 29 | 274 | 117 | 170 | 17368 | '57 | Alabama |
| | '56 | | 7082 | 22 | 956 | 5008 | 2321 | 1797 | 269 | 23 | 76 | 228 | 147 | 77 | 18006 | '56 | |
| Arizona | '57 | | 3371 | 10 | 604 | 3180 | 961 | 810 | 37 | 11 | 75 | 61 | 258 | 302 | 9680 | '57 | Arizona |
| | '56 | | 3084 | 22 | 576 | 2262 | 984 | 658 | 40 | 23 | 108 | 69 | 289 | 157 | 8272 | '56 | |
| Arkansas | '57 | | 5233 | 31 | 610 | 4931 | 1261 | 1502 | 101 | | 106 | 47 | 98 | 30 | 13950 | '57 | Arkansas |
| | '56 | | 6300 | 34 | 692 | 4958 | 1637 | 1733 | 57 | 1 | 178 | 82 | 121 | 12 | 15805 | '56 | |
| California | '57 | 1 | 32622 | 251 | 5660 | 33112 | 5821 | 6195 | 306 | 163 | 645 | 629 | 1822 | 4763 | 91990 | '57 | California |
| | '56 | 2 | 33823 | 350 | 6198 | 29152 | 8338 | 6642 | 383 | 307 | 885 | 780 | 2518 | 2996 | 92374 | '56 | |
| Colorado | '57 | | 3881 | 25 | 682 | 4009 | 1082 | 1370 | 125 | 30 | 89 | 93 | 806 | 203 | 12395 | '57 | Colorado |
| | '56 | | 3963 | 45 | 693 | 3013 | 1010 | 1204 | 99 | 21 | 108 | 91 | 806 | 112 | 11165 | '56 | |
| Connecticut | '57 | 20 | 2069 | 67 | 576 | 2150 | 501 | 1118 | 245 | 44 | 57 | 239 | 337 | 377 | 7800 | '57 | Connecticut |
| | '56 | 18 | 2634 | 107 | 692 | 2208 | 837 | 1434 | 305 | 74 | 110 | 347 | 429 | 263 | 9458 | '56 | |
| Delaware | '57 | 7 | 869 | 69 | 186 | 601 | 211 | 376 | 84 | 5 | 15 | 81 | 46 | 40 | 2590 | '57 | Delaware |
| | '56 | 1 | 853 | 16 | 230 | 617 | 281 | 413 | 117 | 1 | 19 | 57 | 63 | 28 | 2696 | '56 | |
| District of Columbia | '57 | | 878 | 3 | 97 | 654 | 194 | 266 | 48 | 14 | 3 | 24 | 58 | 89 | 2328 | '57 | District of Columbia |
| | '56 | | 724 | 3 | 181 | 677 | 265 | 344 | 46 | 25 | 7 | 28 | 54 | 72 | 2426 | '56 | |
| Florida | '57 | 1 | 9069 | 121 | 1197 | 9256 | 1789 | 2320 | 632 | 124 | 190 | 420 | 1103 | 1107 | 27329 | '57 | Florida |
| | '56 | 1 | 8787 | 107 | 1421 | 8668 | 2376 | 2528 | 688 | 174 | 285 | 507 | 1166 | 502 | 27210 | '56 | |
| Georgia | '57 | | 7851 | 85 | 823 | 7693 | 1803 | 2192 | 335 | 32 | 120 | 306 | 211 | 213 | 21664 | '57 | Georgia |
| | '56 | 2 | 8749 | 70 | 1349 | 8821 | 2534 | 2377 | 340 | 27 | 219 | 367 | 308 | 70 | 25233 | '56 | |
| Idaho | '57 | | 2006 | 2 | 486 | 1783 | 613 | 868 | 19 | 3 | 128 | 21 | 396 | 99 | 6424 | '57 | Idaho |
| | '56 | | 1878 | 4 | 477 | 1560 | 720 | 886 | 39 | 2 | 168 | 53 | 425 | 48 | 6260 | '56 | |
| Illinois | '57 | | 11262 | 405 | 1888 | 11317 | 2408 | 5391 | 515 | 75 | 313 | 491 | 645 | 750 | 35460 | '57 | Illinois |
| | '56 | | 11918 | 456 | 2255 | 11034 | 3206 | 5947 | 322 | 76 | 361 | 635 | 514 | 467 | 37191 | '56 | |
| Indiana | '57 | 1 | 7231 | 164 | 1399 | 7639 | 1518 | 3550 | 349 | 101 | 428 | 623 | 295 | 457 | 23755 | '57 | Indiana |
| | '56 | 1 | 8243 | 185 | 1520 | 7013 | 2000 | 4144 | 336 | 111 | 544 | 746 | 280 | 298 | 25421 | '56 | |
| Iowa | '57 | | 4514 | 125 | 704 | 4717 | 802 | 2496 | 96 | 19 | 97 | 125 | 131 | 234 | 14060 | '57 | Iowa |
| | '56 | | 4472 | 125 | 691 | 4174 | 847 | 2721 | 28 | 18 | 124 | 120 | 79 | 204 | 13603 | '56 | |
| Kansas | '57 | | 4792 | 53 | 532 | 4891 | 863 | 1559 | 47 | 22 | 119 | 131 | 219 | 91 | 13319 | '57 | Kansas |
| | '56 | | 4897 | 29 | 583 | 4418 | 1125 | 1909 | 24 | 42 | 149 | 113 | 176 | 69 | 13534 | '56 | |
| Kentucky | '57 | | 5559 | 30 | 717 | 4827 | 1373 | 1560 | 131 | 23 | 88 | 125 | 313 | 98 | 14844 | '57 | Kentucky |
| | '56 | | 5580 | 40 | 908 | 4330 | 1701 | 1719 | 113 | 39 | 132 | 142 | 374 | 53 | 15131 | '56 | |
| Louisiana | '57 | | 8793 | 56 | 839 | 7458 | 1298 | 1872 | 222 | 43 | 93 | 136 | 233 | 191 | 21234 | '57 | Louisiana |
| | '56 | | 7989 | 61 | 929 | 6812 | 1791 | 1783 | 167 | 31 | 136 | 141 | 273 | 48 | 20161 | '56 | |
| Maine | '57 | 8 | 1400 | 6 | 295 | 1433 | 440 | 908 | 98 | 2 | 60 | 43 | 418 | 119 | 5230 | '57 | Maine |
| | '56 | 7 | 1688 | 9 | 419 | 1605 | 661 | 910 | 85 | 3 | 87 | 58 | 396 | 117 | 6045 | '56 | |
| Maryland | '57 | 35 | 3605 | 23 | 872 | 3193 | 641 | 1217 | 265 | 66 | 63 | 203 | 178 | 187 | 10548 | '57 | Maryland |
| | '56 | 15 | 3728 | 18 | 1004 | 3362 | 749 | 1491 | 286 | 76 | 94 | 206 | 157 | 107 | 11293 | '56 | |
| Massachusetts | '57 | 43 | 3019 | 66 | 822 | 3812 | 987 | 1645 | 279 | 34 | 57 | 392 | 668 | 494 | 12318 | '57 | Massachusetts |
| | '56 | 68 | 3957 | 134 | 1450 | 5007 | 1610 | 2185 | 572 | 106 | 106 | 599 | 673 | 402 | 16869 | '56 | |
| Michigan | '57 | | 10039 | 228 | 2559 | 11305 | 2298 | 2296 | 290 | 128 | 167 | 308 | 721 | 711 | 31050 | '57 | Michigan |
| | '56 | | 11980 | 251 | 3236 | 10993 | 3433 | 2656 | 299 | 161 | 237 | 517 | 775 | 449 | 34987 | '56 | |
| Minnesota | '57 | | 4980 | 69 | 899 | 6017 | 980 | 2425 | 137 | 26 | 209 | 110 | 276 | 265 | 16393 | '57 | Minnesota |
| | '56 | | 5109 | 76 | 894 | 5265 | 1413 | 2717 | 120 | 53 | 210 | 128 | 335 | 259 | 16579 | '56 | |
| Mississippi | '57 | | 5687 | 9 | 480 | 4684 | 1098 | 1626 | 94 | 1 | 106 | 21 | 145 | 68 | 14019 | '57 | Mississippi |
| | '56 | | 6558 | 5 | 650 | 5099 | 1719 | 2035 | 66 | 2 | 164 | 34 | 159 | 13 | 16504 | '56 | |
| Missouri | '57 | | 8412 | 64 | 814 | 6680 | 1894 | 2529 | 162 | 28 | 153 | 381 | 194 | 246 | 21557 | '57 | Missouri |
| | '56 | | 8741 | 91 | 1179 | 6485 | 2307 | 3011 | 84 | 51 | 190 | 421 | 212 | 138 | 22910 | '56 | |
| Montana | '57 | | 2118 | 12 | 418 | 1895 | 538 | 1243 | 72 | | 106 | 44 | 557 | 159 | 7162 | '57 | Montana |
| | '56 | | 2035 | 2 | 448 | 1949 | 719 | 1234 | 68 | 17 | 116 | 47 | 604 | 93 | 7332 | '56 | |
| Nebraska | '57 | | 2904 | 97 | 386 | 2870 | 644 | 1552 | 112 | 5 | 58 | 129 | 209 | 127 | 9093 | '57 | Nebraska |
| | '56 | | 2615 | 96 | 361 | 2356 | 679 | 1608 | 20 | 29 | 84 | 158 | 190 | 121 | 8317 | '56 | |
| Nevada | '57 | | 1166 | 5 | 131 | 967 | 211 | 198 | 9 | 1 | 68 | 1 | 128 | 159 | 3044 | '57 | Nevada |
| | '56 | | 931 | 6 | 290 | 722 | 491 | 243 | 27 | | 94 | 4 | 228 | 75 | 3111 | '56 | |
| New Hampshire | '57 | 4 | 929 | 6 | 219 | 841 | 292 | 472 | 100 | 6 | 38 | 33 | 288 | 144 | 3372 | '57 | New Hampshire |
| | '56 | 3 | 965 | 7 | 289 | 872 | 350 | 524 | 164 | 19 | 59 | 57 | 409 | 80 | 3798 | '56 | |
| New Jersey | '57 | 141 | 6716 | 147 | 1812 | 6028 | 1861 | 2275 | 787 | 56 | 97 | 605 | 538 | 860 | 21923 | '57 | New Jersey |
| | '56 | 163 | 6324 | 200 | 2104 | 6108 | 2138 | 2749 | 736 | 74 | 150 | 710 | 525 | 483 | 22464 | '56 | |
| New Mexico | '57 | | 4213 | 14 | 445 | 2811 | 986 | 913 | 147 | 23 | 72 | 92 | 285 | 87 | 10088 | '57 | New Mexico |
| | '56 | | 3508 | 14 | 416 | 2215 | 986 | 698 | 134 | 23 | 64 | 62 | 304 | 56 | 8480 | '56 | |
| New York | '57 | 320 | 12338 | 212 | 4232 | 12139 | 3371 | 6407 | 1256 | 341 | 294 | 1122 | 2049 | 2148 | 46229 | '57 | New York |
| | '56 | 438 | 12751 | 216 | 4556 | 13006 | 4604 | 7303 | 1596 | 435 | 315 | 1369 | 1863 | 1150 | 49602 | '56 | |
| North Carolina | '57 | | 8204 | 88 | 951 | 6531 | 1726 | 1913 | 730 | 18 | 134 | 332 | 263 | 175 | 21065 | '57 | North Carolina |
| | '56 | | 8571 | 146 | 1207 | 7231 | 2094 | 2225 | 595 | 32 | 262 | 370 | 298 | 87 | 23118 | '56 | |
| North Dakota | '57 | | 1475 | 1 | 298 | 1751 | 320 | 1187 | 5 | | 45 | 5 | 61 | 34 | 5182 | '57 | North Dakota |
| | '56 | | 1411 | | 313 | 1387 | 373 | 1153 | 1 | 5 | 53 | 5 | 103 | 14 | 4818 | '56 | |
| Ohio | '57 | 2 | 10367 | 212 | 2557 | 12377 | 2428 | 4612 | 753 | 183 | 279 | 893 | 1081 | 918 | 36662 | '57 | Ohio |
| | '56 | 1 | 11747 | 181 | 2916 | 11973 | 3094 | 5464 | 614 | 215 | 318 | 1001 | 911 | 486 | 38921 | '56 | |
| Oklahoma | '57 | | 6913 | 17 | 625 | 6176 | 1307 | 1886 | 112 | 42 | 96 | 197 | 188 | 139 | 17698 | '57 | Oklahoma |
| | '56 | | 6939 | 15 | 676 | 5430 | 1486 | 2024 | 119 | 49 | 133 | 186 | 117 | 92 | 17266 | '56 | |
| Oregon | '57 | | 4106 | 29 | 726 | 3745 | 1079 | 1578 | 186 | 39 | 196 | 254 | 686 | 857 | 13481 | '57 | Oregon |
| | '56 | | 4438 | 75 | 908 | 3740 | 1769 | 2057 | 173 | 49 | 326 | 434 | 901 | 499 | 15369 | '56 | |
| Pennsylvania | '57 | 147 | 11014 | 186 | 3525 | 11542 | 2769 | 5602 | 1577 | 116 | 425 | 925 | 1666 | 842 | 40336 | '57 | Pennsylvania |
| | '56 | 140 | 12224 | 255 | 3828 | 11792 | 3731 | 6160 | 1388 | 177 | 490 | 1301 | 1744 | 459 | 43689 | '56 | |
| Rhode Island | '57 | 1 | 1210 | 17 | 324 | 773 | 179 | 336 | 92 | 18 | 3 | 75 | 61 | 114 | 3203 | '57 | Rhode Island |
| | '56 | | 1079 | 29 | 232 | 795 | 255 | 381 | 91 | 22 | 27 | 40 | 86 | 66 | 3103 | '56 | |
| South Carolina | '57 | | 3567 | 2 | 393 | 3108 | 591 | 722 | 157 | 1 | 40 | 92 | 106 | 102 | 8881 | '57 | South Carolina |
| | '56 | | 3918 | 8 | 640 | 3330 | 850 | 841 | 205 | 6 | 79 | 119 | 81 | 25 | 10102 | '56 | |
| South Dakota | '57 | | 1372 | 11 | 277 | 1505 | 378 | 1232 | 22 | 5 | 44 | 8 | 220 | 53 | 5127 | '57 | South Dakota |
| | '56 | | 1323 | 28 | 234 | 1229 | 451 | 1176 | 9 | 13 | 41 | 11 | 208 | 65 | 4788 | '56 | |
| Tennessee | '57 | | 5796 | 44 | 758 | 5102 | 1321 | 1723 | 311 | 7 | 70 | 414 | 162 | 118 | 15826 | '57 | Tennessee |
| | '56 | | 5934 | 42 | 1121 | 4984 | 1843 | 1975 | 425 | 42 | 97 | 598 | 196 | 36 | 17293 | '56 | |
| Texas | '57 | | 29926 | 177 | 2538 | 25363 | 4046 | 6572 | 857 | 51 | 342 | 1202 | 853 | 437 | 72364 | '57 | Texas |
| | '56 | | 29745 | 284 | 2500 | 21700 | 5132 | 7341 | 845 | 82 | 490 | 1327 | 758 | 239 | 70443 | '56 | |
| Utah | '57 | | 1703 | 27 | 390 | 1603 | 467 | 732 | 47 | 15 | 48 | 48 | 219 | 187 | 5486 | '57 | Utah |
| | '56 | | 1752 | 29 | 426 | 1272 | 567 | 620 | 53 | 18 | 65 | 62 | 292 | 139 | 5295 | '56 | |
| Vermont | '57 | 4 | 800 | 8 | 155 | 762 | 263 | 426 | 33 | 2 | 39 | 4 | 376 | 88 | 2960 | '57 | Vermont |
| | '56 | 20 | 805 | 8 | 186 | 805 | 351 | 548 | 57 | 3 | 53 | 11 | 412 | 53 | 3312 | '56 | |
| Virginia | '57 | 2 | 6428 | 16 | 1317 | 5420 | 1187 | 1872 | 402 | 35 | 182 | 298 | 499 | 243 | 18101 | '57 | Virginia |
| | '56 | 4 | 6658 | 23 | 1500 | 5707 | 1610 | 2042 | 528 | 90 | 208 | 340 | 494 | 100 | 19304 | '56 | |
| Washington | '57 | | 4679 | 74 | 944 | 4123 | 1207 | 1503 | 166 | 23 | 150 | 114 | 443 | 656 | 14082 | '57 | Washington |
| | '56 | | 4719 | 48 | 1296 | 3898 | 2028 | 1815 | 176 | 44 | 163 | 135 | 651 | 425 | 15398 | '56 | |
| West Virginia | '57 | | 2941 | 20 | 636 | 2743 | 881 | 943 | 69 | 24 | 120 | 110 | 611 | 126 | 9224 | '57 | West Virginia |
| | '56 | | 2760 | 4 | 726 | 2815 | 978 | 994 | 70 | 33 | 122 | 134 | 711 | 67 | 9414 | '56 | |
| Wisconsin | '57 | | 4878 | 31 | 746 | 5073 | 1009 | 2639 | 158 | 31 | 139 | 173 | 383 | 517 | 15777 | '57 | Wisconsin |
| | '56 | | 5007 | 54 | 1081 | 4812 | 1361 | 3004 | 190 | 48 | 162 | 155 | 343 | 231 | 16448 | '56 | |
| Wyoming | '57 | | 1294 | 12 | 231 | 1228 | 432 | 644 | 49 | 4 | 52 | 37 | 385 | 46 | 4414 | '57 | Wyoming |
| | '56 | | 1249 | 7 | 214 | 1084 | 461 | 591 | 21 | 2 | 40 | 32 | 330 | 17 | 4048 | '56 | |
| **12 Months' Total All States** | '57 | 738 | 290960 | 3472 | 49431 | 277301 | 62165 | 96956 | 13312 | 2067 | 6547 | 12491 | 22005 | 20640 | 858085 | '57 | **12 Months' Total All States** |
| | '56 | 884 | 302145 | 4037 | 57651 | 263753 | 82266 | 108014 | 13190 | 2974 | 8708 | 15137 | 23488 | 12119 | 874366 | '56 | |

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# 22 Plants

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Mishawaka, Indiana

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Oshkosh, Wisconsin
**Bossert New Castle Division**
New Castle, Pa.
**Ohio Axle and Gear Division**
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**Timken-Detroit Axle Division**
Windsor, Ontario, Canada

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**Standard Steel Spring Division**
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**Detroit Forge Division**
Detroit, Michigan

**UNIVERSAL JOINTS**
**Blood Brothers Division**
Allegan, Michigan

**LIGHT AND HEAVY STAMPINGS**
**Bossert Division**
Utica, New York

**OPEN STEEL FLOOR GRATING**
**Gary Grating Division**
Gary, Indiana

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**Great Lakes Spring Division**
Chicago, Illinois
**Standard Steel Spring Division**
Los Angeles, California
**Standard Steel Spring Division**
Roebling, New Jersey

**CORRONIZING**
**Standard Steel Spring Division**
Coraopolis, Pa.

# ROCKWELL SPRING AND AXLE COMPANY

A CONSOLIDATION OF

STANDARD STEEL SPRING COMPANY AND THE TIMKEN-DETROIT AXLE COMPANY

GENERAL OFFICES: CORAOPOLIS, PENNSYLVANIA

**GENERAL RESEARCH LABORATORY:** Rockwell Spring and Axle Company, Coraopolis, Pa. • **AXLE RESEARCH LABORATORY:** Timken-Detroit Axle Division, Detroit, Mich.
**SEATING RESEARCH LABORATORY:** Rockwell Spring and Axle Co., Birmingham, Mich. • **BRAKE RESEARCH LABORATORY:** Rockwell Spring and Axle Co., Ashtabula, Ohio
**DISTRICT OFFICE:** 1217 Fisher Bldg., Detroit, Mich. • **CANADIAN OFFICES:** TIMKEN-DETROIT AXLE DIVISION OF CANADA, LTD., Windsor, Ontario, Canada

# How Car Makers Fared on Percentage of Industry in Various States in '57 Sales

**Compiled by Automotive News**

| STATES | Rambler | Metropolitan | Hudson | Nash | AM. MOTORS TOTAL | Chrysler | Imperial | DeSoto | Dodge | Plymouth | CHRYSLER TOTAL | Ford | Edsel | Continental | Lincoln | Mercury | FORD TOTAL | Buick | Cadillac | Chevrolet | Oldsmobile | Pontiac | GM TOTAL | Packard | Studebaker | S-P TOTAL | Misc. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Nat'l % of Ind.** | 1.53 | .20 | .07 | .16 | 1.96 | 1.78 | .55 | 1.74 | 4.31 | 9.95 | 18.33 | 24.97 | .44 | .04 | .58 | 4.36 | 30.39 | 6.60 | 2.36 | 24.34 | 6.21 | 5.35 | 44.86 | .09 | 1.04 | 1.13 | 3.33 |
| Alabama | .93 | .15 | .04 | .13 | 1.25 | 1.33 | .35 | 1.04 | 3.13 | 7.81 | 13.66 | 27.96 | .39 | .02 | .36 | 4.23 | 32.96 | 7.29 | 1.52 | 29.65 | 5.67 | 4.78 | 48.91 | .04 | .60 | .64 | 2.58 |
| Arizona | 1.60 | .28 | .03 | .09 | 2.00 | 1.47 | .58 | .99 | 3.09 | 8.57 | 14.70 | 26.04 | .68 | .05 | .69 | 4.58 | 32.04 | 5.57 | 2.57 | 25.68 | 5.95 | 5.13 | 44.90 | .07 | 1.17 | 1.24 | 5.12 |
| Arkansas | .91 | .09 | .04 | .10 | 1.14 | .88 | .25 | 1.00 | 4.24 | 8.72 | 15.09 | 29.53 | .23 | .01 | .37 | 5.23 | 35.37 | 5.91 | 1.70 | 27.89 | 5.66 | 5.23 | 46.39 | .04 | .94 | .98 | 1.03 |
| California | 1.24 | .48 | .07 | .11 | 1.90 | 1.75 | .72 | 1.51 | 4.26 | 8.90 | 17.14 | 25.42 | .55 | .06 | .76 | 4.27 | 31.06 | 5.05 | 3.03 | 22.10 | 5.35 | 4.67 | 40.20 | .07 | .83 | .90 | 8.80 |
| Colorado | 2.34 | .29 | .20 | .28 | 3.11 | 1.70 | .52 | 1.29 | 4.43 | 9.96 | 17.90 | 24.74 | .66 | .03 | .64 | 4.95 | 31.02 | 5.90 | 2.07 | 24.80 | 5.77 | 5.01 | 43.55 | .15 | 1.12 | 1.27 | 3.15 |
| Connecticut | 2.42 | .30 | .08 | .22 | 3.02 | 2.10 | .63 | 1.81 | 5.26 | 11.07 | 20.87 | 23.07 | .49 | .05 | .70 | 3.54 | 27.85 | 5.84 | 2.46 | 20.50 | 5.76 | 5.94 | 40.50 | .11 | 1.22 | 1.33 | 6.43 |
| Delaware | .71 | .09 | .06 | .09 | .95 | 1.96 | .44 | 1.48 | 4.13 | 11.96 | 19.97 | 24.05 | .27 | .02 | .70 | 4.69 | 29.73 | 5.93 | 2.51 | 25.14 | 5.88 | 6.87 | 46.33 | .07 | .88 | .95 | 2.07 |
| Florida | 1.25 | .36 | .08 | .09 | 1.78 | 1.27 | .70 | 1.30 | 3.49 | 9.14 | 15.90 | 24.94 | .43 | .06 | .84 | 3.94 | 30.21 | 6.36 | 3.38 | 25.93 | 5.64 | 3.94 | 45.25 | .06 | .67 | .73 | 6.13 |
| Georgia | .74 | .16 | .01 | .11 | 1.02 | 1.19 | .30 | .91 | 3.13 | 7.51 | 13.04 | 30.24 | .30 | .02 | .39 | 3.71 | 34.66 | 6.24 | 1.84 | 28.18 | 5.73 | 6.05 | 48.04 | .06 | .78 | .84 | 2.40 |
| Idaho | 3.42 | .23 | .23 | .20 | 4.09 | 1.69 | .54 | 1.86 | 4.81 | 9.25 | 18.15 | 20.84 | .63 | .02 | .65 | 4.81 | 26.95 | 8.05 | 2.48 | 22.50 | 6.07 | 6.21 | 45.31 | .11 | 1.84 | 1.95 | 3.55 |
| Illinois | 1.98 | .08 | .06 | .22 | 2.34 | 1.86 | .57 | 1.59 | 3.42 | 9.54 | 16.98 | 24.04 | .39 | .05 | .69 | 4.21 | 29.38 | 7.55 | 2.74 | 25.16 | 7.08 | 5.64 | 48.17 | .10 | 1.17 | 1.27 | 1.86 |
| Indiana | 1.41 | .10 | .07 | .19 | 1.77 | 1.68 | .51 | 1.80 | 4.07 | 9.79 | 17.85 | 25.19 | .52 | .04 | .54 | 4.31 | 30.60 | 8.13 | 2.12 | 23.23 | 6.89 | 5.63 | 46.00 | .14 | 2.30 | 2.44 | 1.34 |
| Iowa | 1.49 | .04 | .12 | .21 | 1.86 | 1.50 | .31 | 1.38 | 3.98 | 9.13 | 16.30 | 26.26 | .50 | .02 | .41 | 4.60 | 31.79 | 7.11 | 1.72 | 27.16 | 6.11 | 5.44 | 47.54 | .08 | 1.19 | 1.27 | 1.24 |
| Kansas | 1.59 | .14 | .11 | .22 | 2.06 | 1.43 | .32 | 1.48 | 3.82 | 8.45 | 15.50 | 25.77 | .48 | .02 | .40 | 4.61 | 31.28 | 6.72 | 1.91 | 27.90 | 6.35 | 5.57 | 48.45 | .08 | 1.11 | 1.19 | 1.52 |
| Kentucky | .78 | .11 | .06 | .07 | 1.02 | 1.21 | .31 | 1.15 | 3.30 | 9.13 | 15.10 | 26.84 | .53 | .03 | .31 | 4.38 | 32.09 | 7.56 | 1.52 | 28.84 | 6.72 | 5.43 | 50.07 | .07 | .71 | .78 | .74 |
| Louisiana | .61 | .17 | .02 | .05 | .85 | 1.11 | .39 | 1.07 | 2.96 | 7.95 | 13.48 | 28.83 | .44 | .03 | .38 | 4.15 | 33.83 | 5.48 | 1.71 | 30.13 | 6.32 | 6.18 | 49.82 | .05 | .73 | .78 | 1.24 |
| Maine | 3.37 | .27 | .18 | .27 | 4.09 | 1.16 | .27 | 1.59 | 3.89 | 10.09 | 17.00 | 24.13 | .27 | .01 | .54 | 4.19 | 29.14 | 6.43 | 1.79 | 24.46 | 4.76 | 5.86 | 43.30 | .09 | 1.67 | 1.76 | 4.71 |
| Maryland | .99 | .18 | .11 | .12 | 1.40 | 1.86 | .47 | 1.53 | 5.24 | 13.35 | 22.45 | 23.42 | .34 | .02 | .39 | 3.67 | 27.84 | 5.29 | 1.78 | 25.85 | 5.77 | 5.90 | 44.59 | .11 | .94 | 1.05 | 2.67 |
| Massachusetts | 3.06 | .22 | .11 | .21 | 3.60 | 1.98 | .60 | 2.04 | 4.24 | 10.58 | 19.44 | 23.39 | .33 | .03 | .66 | 4.02 | 28.43 | 6.43 | 2.26 | 21.68 | 7.46 | 5.35 | 43.18 | .07 | .74 | .81 | 4.54 |
| Michigan | 1.56 | .20 | .05 | .12 | 1.93 | 1.58 | .52 | 2.08 | 4.78 | 10.88 | 19.84 | 25.86 | .65 | .08 | .81 | 5.17 | 32.57 | 6.68 | 2.82 | 21.99 | 6.03 | 5.24 | 42.76 | .04 | .74 | .78 | 2.12 |
| Minnesota | 2.17 | .04 | .07 | .28 | 2.56 | 1.66 | .38 | 1.61 | 4.09 | 9.44 | 17.18 | 26.42 | .51 | .02 | .50 | 4.48 | 31.93 | 6.96 | 1.74 | 24.74 | 7.00 | 4.98 | 45.42 | .10 | 1.47 | 1.57 | 1.34 |
| Mississippi | .41 | .06 | .01 | .06 | .54 | 1.00 | .31 | 1.05 | 2.56 | 7.71 | 12.63 | 28.61 | .28 | .03 | .30 | 3.87 | 33.09 | 6.95 | 1.63 | 31.10 | 5.96 | 5.91 | 51.55 | .06 | 1.06 | 1.12 | 1.07 |
| Missouri | 1.16 | .10 | .04 | .15 | 1.45 | 1.22 | .39 | 1.61 | 3.70 | 10.62 | 17.54 | 25.88 | .29 | .02 | .41 | 3.88 | 30.48 | 5.97 | 1.96 | 28.59 | 5.98 | 5.41 | 47.91 | .09 | 1.11 | 1.20 | 1.42 |
| Montana | 2.89 | .20 | .14 | .19 | 3.42 | 1.72 | .65 | 1.38 | 5.02 | 9.05 | 17.82 | 23.16 | .54 | .01 | .51 | 4.44 | 28.66 | 6.77 | 2.38 | 24.31 | 6.20 | 4.56 | 44.22 | .12 | 1.68 | 1.80 | 4.08 |
| Nebraska | 1.30 | .04 | .10 | .18 | 1.62 | 1.36 | .42 | .90 | 3.00 | 8.38 | 14.06 | 28.96 | .49 | .01 | .37 | 4.89 | 34.72 | 7.21 | 1.84 | 27.69 | 5.63 | 4.80 | 47.17 | .11 | 1.14 | 1.25 | 1.18 |
| Nevada | .57 | .24 | .02 | .05 | .88 | 1.98 | .87 | 1.97 | 3.40 | 8.16 | 16.38 | 23.38 | .44 | .09 | 1.21 | 5.85 | 30.97 | 5.47 | 3.11 | 20.02 | 6.80 | 6.35 | 41.75 | .13 | 1.91 | 2.04 | 7.98 |
| New Hampshire | 3.56 | .30 | .12 | .29 | 4.27 | 1.42 | .31 | 1.48 | 4.49 | 9.78 | 17.48 | 22.49 | .40 | .03 | .57 | 3.98 | 27.47 | 5.32 | 1.76 | 24.82 | 4.97 | 5.89 | 42.76 | .06 | 1.86 | 1.92 | 6.10 |
| New Jersey | 1.43 | .18 | .07 | .11 | 1.79 | 2.96 | .93 | 2.92 | 5.57 | 12.22 | 24.60 | 21.88 | .44 | .06 | .72 | 4.07 | 27.17 | 6.18 | 3.08 | 21.30 | 6.22 | 5.10 | 41.88 | .12 | 1.19 | 1.31 | 3.25 |
| New Mexico | 1.31 | .22 | .03 | .11 | 1.67 | 1.76 | .46 | 1.57 | 4.02 | 7.66 | 15.47 | 24.76 | .55 | .04 | .56 | 4.49 | 30.40 | 6.16 | 2.06 | 27.55 | 6.05 | 6.07 | 47.89 | .08 | 1.17 | 1.25 | 3.32 |
| New York | 1.61 | .18 | .08 | .13 | 2.00 | 2.70 | .79 | 2.39 | 5.46 | 11.10 | 22.44 | 21.40 | .39 | .06 | .70 | 4.51 | 27.06 | 6.67 | 2.85 | 20.90 | 6.96 | 5.40 | 42.78 | .09 | 1.04 | 1.13 | 4.59 |
| North Carolina | 1.03 | .17 | .04 | .11 | 1.35 | 1.53 | .32 | 1.44 | 3.26 | 8.61 | 15.16 | 29.73 | .36 | .02 | .40 | 3.74 | 34.25 | 7.32 | 1.98 | 25.88 | 6.21 | 5.47 | 46.86 | .07 | .97 | 1.04 | 1.34 |
| North Dakota | 2.24 | .09 | .08 | .33 | 2.74 | 1.94 | .40 | 1.56 | 4.39 | 8.47 | 16.76 | 28.57 | .55 | .03 | .49 | 4.28 | 33.92 | 5.20 | 1.34 | 27.52 | 6.10 | 3.83 | 43.99 | .11 | 1.37 | 1.48 | 1.11 |
| Ohio | 1.17 | .17 | .08 | .14 | 1.56 | 1.91 | .54 | 2.04 | 5.59 | 10.93 | 21.01 | 24.84 | .52 | .04 | .55 | 4.92 | 30.87 | 7.29 | 2.11 | 22.20 | 6.36 | 5.84 | 43.80 | .09 | .95 | 1.04 | 1.72 |
| Oklahoma | 1.22 | .13 | .06 | .12 | 1.53 | .99 | .37 | 1.23 | 3.16 | 8.46 | 14.21 | 27.86 | .35 | .05 | .36 | 4.45 | 33.07 | 6.51 | 2.13 | 27.48 | 6.62 | 5.46 | 48.20 | .08 | .97 | 1.05 | 1.94 |
| Oregon | 2.54 | .38 | .09 | .23 | 3.24 | 1.41 | .44 | 1.82 | 4.08 | 7.76 | 15.51 | 23.42 | .62 | .01 | .62 | 4.29 | 28.96 | 5.77 | 1.80 | 25.24 | 5.23 | 5.16 | 43.20 | .11 | 1.48 | 1.59 | 7.50 |
| Pennsylvania | 1.52 | .14 | .13 | .20 | 1.99 | 2.40 | .65 | 2.48 | 5.53 | 13.03 | 24.09 | 20.65 | .35 | .03 | .55 | 4.54 | 26.12 | 7.07 | 2.32 | 22.95 | 5.96 | 5.56 | 43.86 | .14 | 1.29 | 1.43 | 2.51 |
| Rhode Island | 3.19 | .28 | .19 | .42 | 4.08 | 1.98 | .73 | 1.85 | 4.00 | 11.03 | 19.59 | 26.56 | .53 | .04 | .64 | 2.95 | 30.72 | 5.38 | 2.67 | 20.46 | 6.42 | 4.47 | 39.40 | .12 | .89 | 1.01 | 5.20 |
| South Carolina | .71 | .20 | .02 | .08 | 1.01 | 1.22 | .24 | 1.29 | 2.75 | 9.29 | 14.79 | 29.44 | .35 | .02 | .28 | 3.87 | 33.96 | 8.29 | 1.84 | 26.51 | 5.49 | 5.29 | 47.42 | .04 | .81 | .85 | 1.97 |
| South Dakota | 2.36 | .03 | .11 | .27 | 2.77 | 1.41 | .26 | 1.32 | 4.02 | 8.27 | 15.28 | 28.58 | .31 | .. | .41 | 3.98 | 33.28 | 6.25 | 1.48 | 27.66 | 5.62 | 4.64 | 45.65 | .11 | 1.65 | 1.76 | 1.26 |
| Tennessee | 1.01 | .12 | .04 | .12 | 1.29 | 1.10 | .33 | 1.27 | 3.68 | 8.61 | 14.99 | 28.52 | .44 | .02 | .35 | 4.16 | 33.49 | 7.66 | 1.65 | 27.57 | 5.87 | 5.53 | 48.28 | .05 | .80 | .85 | 1.10 |
| Texas | .73 | .13 | .03 | .09 | .98 | 1.29 | .49 | 1.17 | 3.01 | 8.89 | 14.85 | 27.93 | .38 | .03 | .37 | 4.18 | 32.89 | 6.51 | 2.11 | 28.55 | 6.70 | 5.06 | 48.93 | .04 | .70 | .74 | 1.61 |
| Utah | 1.70 | .04 | .12 | .17 | 2.03 | 1.90 | .61 | 2.40 | 3.98 | 9.40 | 18.29 | 24.34 | .42 | .03 | .71 | 5.53 | 31.03 | 6.79 | 2.29 | 21.24 | 6.84 | 5.71 | 42.87 | .08 | 1.10 | 1.18 | 4.60 |
| Vermont | 3.45 | .44 | .14 | .37 | 4.40 | 1.51 | .27 | .96 | 3.90 | 8.79 | 15.43 | 24.07 | .21 | .07 | .33 | 3.64 | 28.32 | 6.76 | 1.70 | 24.70 | 4.66 | 5.43 | 43.25 | .09 | 1.76 | 1.85 | 6.75 |
| Virginia | 1.26 | .22 | .06 | .13 | 1.67 | 1.51 | .38 | 1.64 | 3.64 | 10.33 | 17.50 | 25.96 | .36 | .03 | .42 | 4.39 | 31.16 | 6.23 | 1.79 | 26.01 | 5.05 | 6.39 | 45.47 | .11 | 1.00 | 1.11 | 3.09 |
| Washington | 2.98 | .54 | .10 | .31 | 3.93 | 1.44 | .42 | 1.48 | 4.37 | 8.35 | 16.06 | 24.97 | .49 | .03 | .55 | 3.58 | 29.62 | 5.46 | 1.58 | 24.76 | 4.68 | 4.91 | 41.39 | .08 | 1.30 | 1.38 | 7.62 |
| West Virginia | 1.13 | .11 | .06 | .16 | 1.46 | 1.71 | .42 | 1.54 | 4.97 | 10.09 | 18.73 | 25.56 | .48 | .02 | .34 | 4.81 | 31.21 | 6.84 | 1.34 | 25.94 | 5.10 | 5.83 | 45.05 | .20 | 1.56 | 1.76 | 1.79 |
| Wisconsin | 3.93 | .10 | .20 | .47 | 4.70 | 1.57 | .42 | 1.59 | 4.36 | 7.58 | 15.52 | 25.31 | .44 | .03 | .50 | 4.27 | 30.55 | 8.04 | 2.07 | 23.82 | 6.96 | 5.25 | 46.14 | .10 | 1.21 | 1.31 | 1.78 |
| Wyoming | 1.70 | .10 | .16 | .24 | 2.20 | 1.45 | .44 | 1.72 | 3.67 | 7.65 | 14.93 | 23.49 | .83 | .04 | .78 | 5.31 | 30.45 | 8.32 | 2.43 | 25.63 | 7.16 | 5.70 | 49.24 | .10 | .96 | 1.06 | 2.12 |
| District of Columbia | 1.09 | .27 | .10 | .08 | 1.54 | 2.06 | .71 | 1.78 | 5.01 | 11.51 | 21.07 | 21.89 | .28 | .06 | .75 | 4.21 | 27.19 | 5.11 | 3.09 | 23.09 | 6.70 | 6.54 | 44.53 | .10 | .58 | .68 | 4.99 |

Twelve-Month Sales Data Supplied by R. L. Polk & Co.

## New Car Sales by States, '52-'57

| | 1957 | 1956 | 1955 | 1954 | 1953 | 1952 |
|---|---|---|---|---|---|---|
| Alabama | 81,538 | 84,634 | 101,651 | 72,893 | 71,078 | 51,074 |
| Arizona | 35,762 | 32,221 | 37,303 | 24,999 | 24,926 | 18,791 |
| Arkansas | 41,949 | 45,369 | 49,573 | 37,589 | 41,599 | 28,709 |
| California | 571,185 | 556,164 | 665,892 | 434,789 | 452,769 | 346,929 |
| Colorado | 55,011 | 51,764 | 61,925 | 46,007 | 44,558 | 34,946 |
| Connecticut | 88,035 | 89,346 | 105,879 | 86,202 | 87,629 | 63,768 |
| Delaware | 19,266 | 18,867 | 22,940 | 17,101 | 18,498 | 12,329 |
| Florida | 191,098 | 175,651 | 195,468 | 131,433 | 120,439 | 80,905 |
| Georgia | 107,883 | 121,633 | 139,382 | 98,437 | 94,643 | 72,240 |
| Idaho | 19,661 | 20,408 | 24,272 | 19,187 | 23,776 | 18,735 |
| Illinois | 398,523 | 398,174 | 460,883 | 398,306 | 406,069 | 295,729 |
| Indiana | 185,398 | 188,423 | 229,951 | 172,344 | 182,962 | 122,339 |
| Iowa | 86,674 | 83,895 | 108,294 | 98,534 | 100,797 | 71,700 |
| Kansas | 80,995 | 80,973 | 99,292 | 86,826 | 83,127 | 63,172 |
| Kentucky | 73,134 | 73,560 | 86,105 | 66,927 | 72,423 | 51,716 |
| Louisiana | 98,985 | 91,588 | 101,265 | 83,500 | 77,655 | 53,850 |
| Maine | 26,516 | 27,400 | 30,191 | 23,266 | 24,283 | 16,967 |
| Maryland | 101,124 | 102,841 | 118,567 | 87,142 | 89,494 | 66,831 |
| Massachusetts | 144,767 | 156,987 | 177,672 | 155,881 | 159,527 | 115,195 |
| Michigan | 365,813 | 348,138 | 512,525 | 375,625 | 423,454 | 287,842 |
| Minnesota | 122,349 | 115,709 | 129,423 | 116,696 | 123,661 | 91,598 |
| Mississippi | 45,605 | 52,058 | 61,807 | 47,000 | 45,176 | 33,681 |
| Missouri | 143,615 | 148,169 | 178,704 | 147,737 | 159,971 | 96,788 |
| Montana | 23,432 | 24,256 | 27,045 | 22,703 | 24,869 | 20,160 |
| Nebraska | 44,836 | 43,929 | 59,626 | 53,216 | 58,278 | 43,907 |
| Nevada | 10,758 | 10,945 | 12,067 | 8,052 | 7,846 | 5,794 |
| New Hampshire | 18,209 | 19,067 | 23,048 | 18,138 | 17,680 | 14,095 |
| New Jersey | 221,442 | 222,728 | 258,527 | 216,076 | 211,073 | 148,936 |
| New Mexico | 27,191 | 25,922 | 30,501 | 22,508 | 21,248 | 15,462 |
| New York | 544,567 | 511,096 | 634,859 | 481,078 | 485,032 | 342,044 |
| North Carolina | 99,493 | 107,139 | 132,114 | 96,986 | 110,364 | 78,399 |
| North Dakota | 22,996 | 19,446 | 22,055 | 21,654 | 24,075 | 18,091 |
| Ohio | 380,900 | 387,257 | 443,762 | 331,768 | 359,056 | 257,446 |
| Oklahoma | 73,025 | 75,446 | 94,347 | 76,428 | 78,336 | 55,962 |
| Oregon | 63,728 | 70,531 | 81,402 | 54,814 | 60,858 | 51,215 |
| Pennsylvania | 374,465 | 386,977 | 463,339 | 359,822 | 413,057 | 302,867 |
| Rhode Island | 23,330 | 23,996 | 32,537 | 27,183 | 27,728 | 20,027 |
| South Carolina | 47,761 | 52,355 | 60,217 | 47,052 | 54,251 | 37,789 |
| South Dakota | 21,048 | 19,874 | 24,112 | 22,164 | 21,598 | 17,678 |
| Tennessee | 89,207 | 90,605 | 118,864 | 91,224 | 88,369 | 59,426 |
| Texas | 356,065 | 345,288 | 429,931 | 349,509 | 321,374 | 238,687 |
| Utah | 24,241 | 24,029 | 27,262 | 19,366 | 21,884 | 18,190 |
| Vermont | 13,413 | 13,789 | 14,653 | 11,926 | 12,672 | 8,818 |
| Virginia | 116,123 | 117,344 | 135,549 | 113,992 | 108,232 | 89,228 |
| Washington | 73,876 | 75,960 | 89,231 | 63,579 | 68,202 | 56,449 |
| West Virginia | 54,969 | 53,408 | 54,951 | 39,154 | 43,875 | 32,631 |
| Wisconsin | 135,698 | 131,296 | 151,246 | 120,572 | 132,309 | 97,225 |
| Wyoming | 12,355 | 12,087 | 14,970 | 12,910 | 13,317 | 11,104 |
| Dist. of Columbia | 24,328 | 26,506 | 34,729 | 25,169 | 24,892 | 20,930 |
| Totals | 5,982,342 | 5,955,248 | 7,169,908 | 5,535,464 | 5,738,989 | 4,158,394 |

## New Truck Sales by States, '51-'57

| | 1957 | 1956 | 1955 | 1954 | 1953 | 1952 | 1951 |
|---|---|---|---|---|---|---|---|
| Alabama | 17,368 | 18,006 | 21,652 | 17,247 | 19,653 | 17,721 | 23,294 |
| Arizona | 9,680 | 8,272 | 8,916 | 7,324 | 7,160 | 6,611 | 7,079 |
| Arkansas | 13,950 | 15,805 | 16,669 | 16,102 | 18,357 | 16,890 | 20,617 |
| California | 91,990 | 92,374 | 88,376 | 63,966 | 69,345 | 58,661 | 63,284 |
| Colorado | 12,395 | 11,165 | 12,759 | 10,342 | 11,180 | 10,892 | 12,669 |
| Connecticut | 7,800 | 9,458 | 9,071 | 7,487 | 8,214 | 7,324 | 8,229 |
| Delaware | 2,590 | 2,696 | 3,449 | 2,527 | 2,734 | 2,083 | 2,748 |
| Florida | 27,329 | 27,210 | 28,160 | 22,072 | 23,340 | 19,980 | 22,499 |
| Georgia | 21,664 | 25,233 | 26,879 | 24,601 | 23,441 | 21,464 | 29,549 |
| Idaho | 6,424 | 6,260 | 6,849 | 5,976 | 7,607 | 6,612 | 8,036 |
| Illinois | 35,460 | 37,191 | 39,786 | 37,376 | 43,436 | 34,479 | 45,205 |
| Indiana | 23,755 | 25,421 | 28,976 | 24,212 | 29,108 | 21,374 | 29,736 |
| Iowa | 14,060 | 13,603 | 16,770 | 18,308 | 20,190 | 15,914 | 22,231 |
| Kansas | 13,319 | 13,534 | 16,616 | 16,371 | 18,277 | 18,108 | 19,522 |
| Kentucky | 14,844 | 15,131 | 16,297 | 15,658 | 18,525 | 15,634 | 18,897 |
| Louisiana | 21,234 | 20,161 | 21,781 | 18,539 | 19,795 | 15,714 | 19,467 |
| Maine | 5,230 | 6,045 | 6,198 | 5,023 | 5,559 | 5,216 | 5,624 |
| Maryland | 10,548 | 11,293 | 11,267 | 9,881 | 11,199 | 9,586 | 11,187 |
| Massachusetts | 12,318 | 16,869 | 13,879 | 12,530 | 12,291 | 12,974 | 14,697 |
| Michigan | 31,050 | 34,987 | 41,034 | 34,776 | 40,795 | 33,711 | 40,938 |
| Minnesota | 16,393 | 16,579 | 17,526 | 17,223 | 19,054 | 16,404 | 20,044 |
| Mississippi | 14,019 | 16,504 | 19,385 | 18,180 | 18,374 | 16,054 | 20,524 |
| Missouri | 21,557 | 22,910 | 25,674 | 23,498 | 29,067 | 22,582 | 33,461 |
| Montana | 7,162 | 7,332 | 8,478 | 7,201 | 8,001 | 7,664 | 8,866 |
| Nebraska | 9,093 | 8,317 | 11,707 | 11,571 | 13,123 | 13,115 | 16,922 |
| Nevada | 3,044 | 3,111 | 2,634 | 2,161 | 2,130 | 1,841 | 1,874 |
| New Hampshire | 3,372 | 3,798 | 3,282 | 2,899 | 2,924 | 2,711 | 3,249 |
| New Jersey | 21,923 | 22,464 | 22,826 | 21,047 | 23,500 | 18,783 | 24,870 |
| New Mexico | 10,088 | 8,480 | 8,597 | 7,059 | 6,428 | 5,885 | 6,501 |
| New York | 46,229 | 49,602 | 50,720 | 41,352 | 47,704 | 41,788 | 49,840 |
| North Carolina | 21,065 | 23,118 | 25,181 | 22,130 | 26,685 | 23,696 | 29,093 |
| North Dakota | 5,182 | 4,818 | 5,021 | 5,221 | 6,128 | 5,932 | 7,252 |
| Ohio | 36,662 | 38,921 | 42,315 | 35,857 | 42,510 | 36,090 | 45,467 |
| Oklahoma | 17,698 | 17,266 | 20,205 | 18,656 | 22,257 | 18,750 | 23,270 |
| Oregon | 13,481 | 15,369 | 15,859 | 11,941 | 13,415 | 12,712 | 14,636 |
| Pennsylvania | 40,336 | 43,689 | 45,452 | 38,654 | 47,965 | 40,949 | 53,383 |
| Rhode Island | 3,203 | 3,103 | 3,155 | 2,444 | 2,662 | 2,384 | 2,926 |
| South Carolina | 8,881 | 10,102 | 10,113 | 9,832 | 12,397 | 12,151 | 14,794 |
| South Dakota | 5,127 | 4,788 | 5,131 | 4,908 | 5,465 | 5,485 | 6,980 |
| Tennessee | 15,826 | 17,293 | 18,736 | 18,258 | 20,881 | 18,117 | 21,854 |
| Texas | 72,364 | 70,443 | 80,756 | 72,059 | 74,857 | 68,793 | 88,701 |
| Utah | 5,486 | 5,295 | 5,541 | 4,429 | 4,748 | 4,944 | 5,743 |
| Vermont | 2,960 | 3,312 | 3,030 | 2,514 | 2,705 | 2,527 | 2,693 |
| Virginia | 18,101 | 19,304 | 20,272 | 17,373 | 17,685 | 16,316 | 22,082 |
| Washington | 14,082 | 15,398 | 15,770 | 12,480 | 13,718 | 11,632 | 14,141 |
| West Virginia | 9,224 | 9,414 | 9,936 | 7,130 | 9,724 | 7,929 | 11,052 |
| Wisconsin | 15,777 | 16,448 | 16,969 | 16,329 | 18,794 | 16,745 | 21,165 |
| Wyoming | 4,414 | 4,048 | 4,740 | 4,190 | 4,477 | 4,440 | 5,069 |
| Dist. of Columbia | 2,328 | 2,426 | 2,606 | 2,187 | 2,728 | 2,433 | 2,870 |
| Totals | 858,085 | 894,344 | 957,001 | 829,101 | 930,312 | 812,099 | 1,003,850 |

## New-Car Registrations By Maker Models 1957-1956

| | 1957 | 1956 |
|---|---|---|
| RAMBLER: | | |
| 6 | 74,504 | 68,821 |
| 8 | 14,044 | 2,046 |
| Rambler Ambassador | 2,921 | ..... |
| TOTAL | 91,469 | 70,867 |
| METROPOLITAN: | | |
| 4 | 11,791 | 7,145 |
| HUDSON: | | |
| 8 | 4,596 | ..... |
| 6-Wasp | ..... | 2,948 |
| 8-Hornet Sp'l. | ..... | 1,217 |
| 6-Hornet | ..... | 3,484 |
| 8-Hornet | ..... | 4,173 |
| TOTAL | 4,596 | 11,822 |
| NASH: | | |
| 8 | 9,474 | ..... |
| 6-Statesman | ..... | 7,978 |
| 8-Amb. Sp'l. | ..... | 3,121 |
| 6-Ambassador | ..... | 6,535 |
| 8-Ambassador | ..... | 7,637 |
| TOTAL | 9,474 | 25,271 |
| TOTAL AM. MOTORS. | 117,330 | 115,105 |
| CHRYSLER: | | |
| 8-Windsor | 43,756 | 69,890 |
| 8-Saratoga | 29,149 | 2,281 |
| 8-N. Y. | 33,531 | 34,682 |
| 8-Imperial | 33,017 | 10,460 |
| TOTAL | 139,453 | 117,313 |
| DE SOTO: | | |
| 8-Firesweep | 36,770 | 3,473 |
| 8-Firedome | 40,278 | 70,476 |
| 8-Fireflite | 26,867 | 26,817 |
| TOTAL | 103,915 | 100,766 |
| DODGE: | | |
| 6 | 14,736 | 24,690 |
| 8 | 242,752 | 195,518 |
| TOTAL | 257,488 | 220,208 |
| PLYMOUTH: | | |
| 6 | 141,200 | 175,402 |
| 8 | 454,303 | 308,354 |
| TOTAL | 595,503 | 483,756 |
| TOTAL CHRYS. CORP. | 1,096,359 | 922,043 |
| FORD: | | |
| 6 | 226,275 | 161,750 |
| 8 | 1,251,656 | 1,197,118 |
| 8-Thunderbird | 15,686 | 16,475 |
| TOTAL | 1,493,617 | 1,375,343 |
| EDSEL: | | |
| 8-Rgr. & Pac. | 19,554 | ..... |
| 8-Cors. & Cit. | 7,127 | ..... |
| TOTAL | 26,681 | ..... |
| CONTINENTAL: | 2,490 | 1,564 |
| LINCOLN: | | |
| 8, Capri & Prem. | 34,808 | 42,598 |
| MERCURY: | 260,573 | 274,603 |
| TOTAL FORD MOTOR CO. | 1,818,169 | 1,694,108 |
| BUICK: | | |
| 8-40 | 219,749 | 312,273 |
| 8-60 | 63,545 | 93,283 |
| 8-50 | 67,779 | 74,671 |
| 8-70 | 43,480 | 49,144 |
| TOTAL | 394,553 | 529,371 |
| CADILLAC: | | |
| 8-62 & 70 | 115,613 | 116,223 |
| 8-60S | 21,958 | 13,696 |
| 8-75 | 1,635 | 1,484 |
| 8-86 | 2,003 | 1,549 |
| TOTAL | 141,209 | 132,952 |
| CHEVROLET: | | |
| 6 | 522,393 | 646,015 |
| 8 | 927,084 | 915,880 |
| 8-Corvette | 6,811 | 3,504 |
| TOTAL | 1,456,288 | 1,565,399 |
| OLDSMOBILE: | | |
| 8-88 | 295,193 | 357,898 |
| 8-98 | 76,403 | 79,998 |
| TOTAL | 371,596 | 437,896 |
| PONTIAC: | 319,719 | 358,668 |
| TOTAL GM CORP. | 2,683,365 | 3,024,286 |
| CLIPPER: | | |
| 8 | 5,189 | 4,937 |
| 8-Sup. & Cus. | ..... | 13,476 |
| 8-Packard | ..... | 7,692 |
| Executive | ..... | 2,291 |
| TOTAL | 5,189 | 28,396 |
| STUDEBAKER: | | |
| 6-Champ. | 25,078 | 22,102 |
| 8-Comdr. | 15,091 | 28,304 |
| 8-Pres. | 18,780 | 22,037 |
| 8-Golden Hawk | 3,616 | 3,959 |
| TOTAL | 62,565 | 76,402 |
| TOTAL S-P | 67,754 | 104,798 |
| MISC. DOMESTIC | 4,329 | 3,866 |
| FOREIGN | 195,036 | 91,042 |
| GRAND TOTAL ALL REGISTRATIONS | 5,982,342 | 5,955,248 |

Compiled by R. L. Polk & Co. from official state documents.

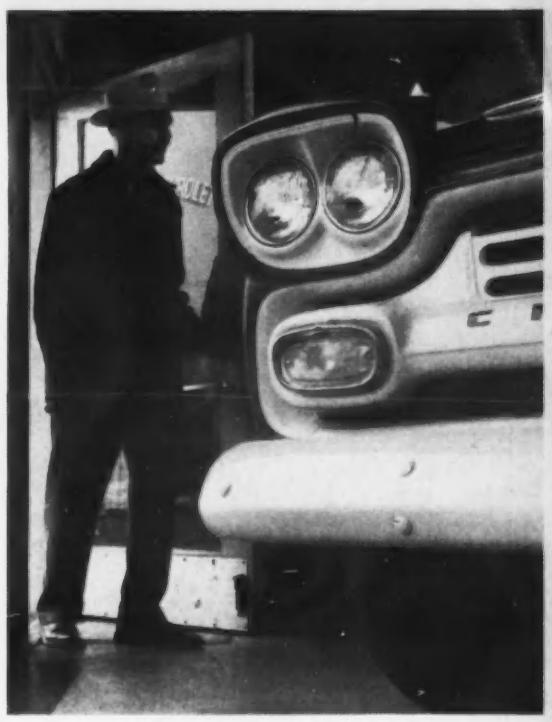
CHEVROLET CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN

More

Inde

More people are coming in to see, and buy, the '58 Chevy!

This way to confident used car buying — at the OK sign.



They're America's most popular trucks year after year.

# The Busiest Doors in the Business

*They're the doors that lead to Chevrolet showrooms. And they swing open day after day to the largest group of owners and prospective buyers in the industry. Here's opportunity that comes right in without even stopping to knock!*

**The doors in Chevrolet dealerships** swing open for tens of thousands of people daily. They come in for Chevrolet parts, for service, for OK used cars and trucks, for new Chevrolets and new Chevrolet Task-Force trucks.

They're the biggest group of buyers in the automotive business. They're the biggest owner family in the industry. At last count, there were over 2 million more Chevrolet cars on the road than any other make. If you include Chevrolet trucks, the number increases to nearly 3 million. This adds up to the biggest ready-made market in the automobile business. It's a market of prime prospects—not only for new cars and trucks, but for used ones, plus every Chevrolet product and service you can name. And the market grows bigger with every new owner. No wonder the doors of Chevrolet dealerships are the busiest of all!

Independent servicemen buy dependable Chevrolet parts here.

Factory trained mechanics keep Chevies in top condition.

Headquarters for local Soap Box Derby activities.

V32365
SUP APR 28 58
XUM

# New Motor Vehicle Registrations, '48-'57

NEW PASSENGER CAR REGISTRATIONS IN U. S.

| | 1948 | 1949 | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 |
|---|---|---|---|---|---|---|---|---|---|---|
| January | 274,978 | 273,161 | 381,562 | 472,766 | 301,379 | 386,221 | 340,698 | 440,024 | 431,648 | 437,320 |
| February | 249,781 | 258,218 | 408,990 | 430,797 | 295,459 | 396,558 | 369,592 | 476,254 | 447,542 | 438,725 |
| March | 311,650 | 360,584 | 495,885 | 512,599 | 322,857 | 486,368 | 480,731 | 636,457 | 545,234 | 572,917 |
| April | 330,555 | 390,932 | 471,215 | 467,313 | 374,288 | 528,110 | 508,102 | 627,636 | 564,272 | 548,546 |
| May | 255,638 | 446,251 | 488,363 | 470,446 | 422,217 | 540,575 | 520,958 | 660,161 | 560,014 | 556,324 |
| June | 246,926 | 432,470 | 583,922 | 454,665 | 423,655 | 542,193 | 596,719 | 679,097 | 539,777 | 517,043 |
| July | 291,206 | 448,477 | 609,926 | 406,333 | 340,454 | 533,783 | 474,316 | 645,391 | 534,997 | 543,264 |
| August | 317,788 | 478,556 | 683,995 | 424,422 | 215,668 | 502,430 | 440,312 | 652,300 | 568,320 | 491,839 |
| September | 296,339 | 459,647 | 625,755 | 406,217 | 318,870 | 453,806 | 407,844 | 651,808 | 421,021 | 495,217 |
| October | 291,442 | 465,765 | 580,373 | 373,162 | 383,385 | 504,697 | 389,352 | 572,640 | 424,414 | 463,795 |
| November | 313,230 | 409,702 | 444,193 | 332,099 | 360,256 | 450,311 | 378,513 | 503,286 | 403,948 | 406,910 |
| December | 311,419 | 414,579 | 552,259 | 310,084 | 399,906 | 413,937 | 628,327 | 624,854 | 514,061 | 510,442 |
| TOTAL | 3,490,952 | 4,838,342 | 6,326,438 | 5,060,903 | 4,158,394 | 5,738,989 | 5,535,464 | 7,169,908 | 5,955,248 | 5,982,342 |

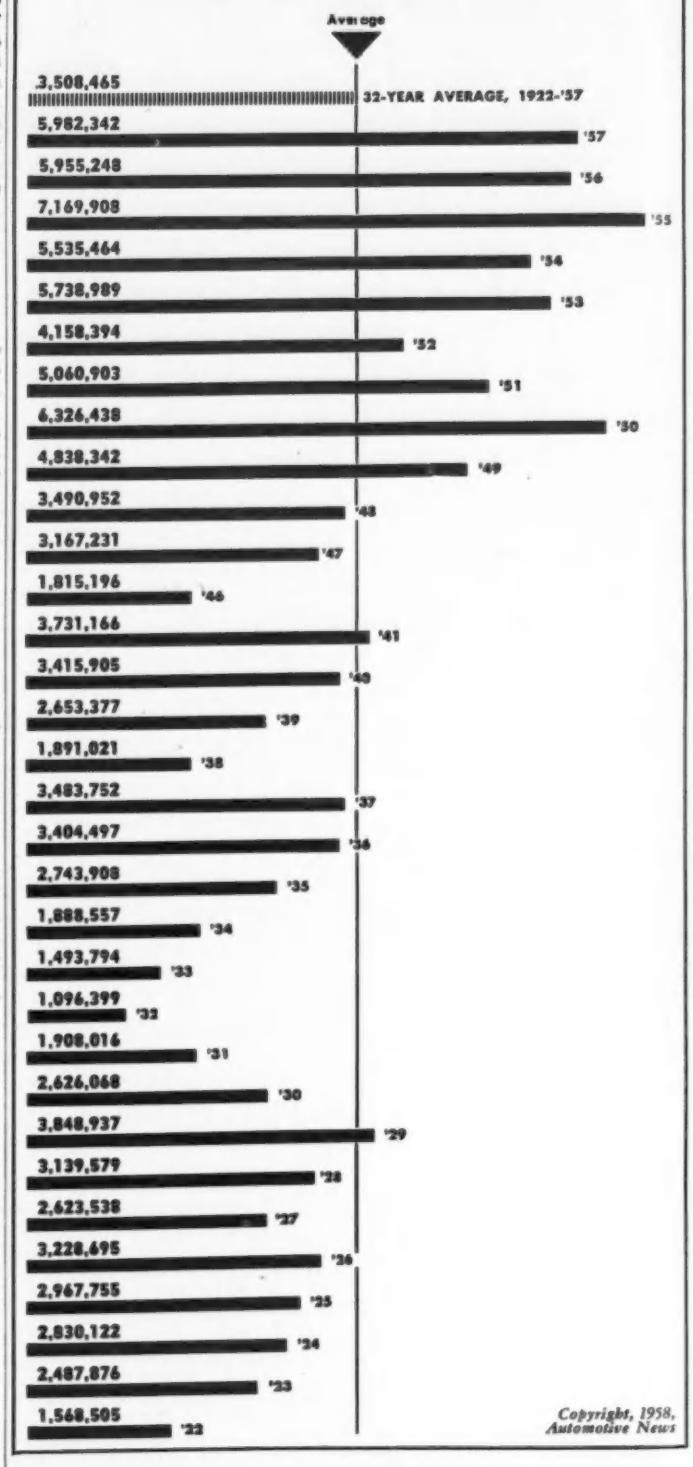
NEW TRUCK REGISTRATIONS IN U. S.

| | 1948 | 1949 | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 |
|---|---|---|---|---|---|---|---|---|---|---|
| January | 69,486 | 66,423 | 67,925 | 88,058 | 59,661 | 72,514 | 60,694 | 62,231 | 66,141 | 56,979 |
| February | 74,326 | 67,537 | 71,698 | 78,581 | 59,285 | 68,616 | 60,843 | 56,204 | 65,478 | 62,129 |
| March | 94,806 | 87,165 | 96,266 | 86,287 | 63,364 | 79,637 | 72,583 | 64,516 | 77,220 | 74,668 |
| April | 108,168 | 78,857 | 92,241 | 84,961 | 73,461 | 91,127 | 75,332 | 79,076 | 82,670 | 75,438 |
| May | 100,614 | 86,375 | 90,786 | 90,627 | 71,690 | 86,346 | 78,197 | 82,081 | 84,997 | 82,269 |
| June | 87,117 | 79,069 | 91,512 | 87,461 | 71,471 | 77,199 | 85,870 | 90,005 | 78,501 | 71,329 |
| July | 94,036 | 76,866 | 117,040 | 84,021 | 72,134 | 76,161 | 65,164 | 84,443 | 78,404 | 79,117 |
| August | 91,923 | 85,539 | 126,533 | 87,646 | 57,786 | 76,642 | 64,001 | 92,019 | 79,831 | 77,053 |
| September | 85,108 | 89,251 | 113,784 | 84,814 | 65,381 | 78,319 | 66,174 | 89,891 | 72,420 | 78,156 |
| October | 84,284 | 86,375 | 101,169 | 92,281 | 77,486 | 82,625 | 69,221 | 87,262 | 76,052 | 76,899 |
| November | 75,024 | 79,699 | 84,167 | 76,517 | 70,431 | 72,467 | 64,123 | 75,540 | 66,983 | 61,888 |
| December | 70,282 | 78,805 | 89,186 | 62,596 | 69,949 | 68,659 | 66,899 | 93,733 | 65,669 | 62,160 |
| TOTAL | 1,035,174 | 961,961 | 1,142,307 | 1,003,850 | 812,099 | 930,312 | 829,101 | 957,001 | 894,366 | 858,085 |

COMBINED CAR AND TRUCK REGISTRATIONS IN U. S.

| | 1948 | 1949 | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 |
|---|---|---|---|---|---|---|---|---|---|---|
| January | 344,464 | 339,584 | 449,487 | 560,824 | 361,040 | 458,735 | 401,392 | 502,255 | 497,789 | 494,299 |
| February | 324,107 | 325,755 | 480,688 | 509,378 | 354,744 | 465,174 | 430,435 | 532,458 | 513,020 | 500,854 |
| March | 406,456 | 447,749 | 592,151 | 598,886 | 386,221 | 566,005 | 553,314 | 700,973 | 622,454 | 647,585 |
| April | 438,723 | 469,789 | 563,456 | 552,274 | 447,749 | 619,237 | 583,434 | 706,712 | 646,942 | 623,984 |
| May | 356,252 | 532,626 | 579,149 | 561,073 | 493,907 | 626,921 | 599,155 | 742,242 | 645,011 | 638,593 |
| June | 334,043 | 511,539 | 675,434 | 542,126 | 495,126 | 619,392 | 682,589 | 769,102 | 618,278 | 588,372 |
| July | 385,242 | 525,343 | 726,966 | 490,354 | 412,588 | 609,944 | 539,480 | 729,834 | 613,401 | 622,381 |
| August | 409,711 | 564,095 | 810,528 | 512,068 | 273,454 | 579,072 | 504,313 | 744,319 | 648,151 | 568,892 |
| September | 381,447 | 548,898 | 739,539 | 491,031 | 384,251 | 532,125 | 474,018 | 741,699 | 493,441 | 573,373 |
| October | 375,726 | 552,140 | 681,542 | 465,443 | 460,871 | 587,322 | 458,573 | 659,902 | 500,466 | 540,694 |
| November | 388,254 | 489,401 | 528,360 | 408,616 | 430,687 | 522,778 | 442,636 | 578,826 | 470,931 | 468,798 |
| December | 381,701 | 493,384 | 641,445 | 372,680 | 469,855 | 482,596 | 695,226 | 718,587 | 579,730 | 572,602 |
| TOTAL | 4,526,126 | 5,800,303 | 7,468,745 | 6,064,753 | 4,970,493 | 6,669,301 | 6,364,565 | 8,126,909 | 6,849,614 | 6,840,427 |

# 32-Year Record Of Car Sales




# New-Car Registrations By Makes, 1952-1957

| | 1957 | 1956 | 1955 | 1954 | 1953 | 1952 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS: | | | | | | |
| Hudson | 4,596 | 11,822 | 43,212 | 35,824 | 66,797 | 78,509 |
| Metropolitan | 11,791 | 7,145 | ..... | ..... | ..... | ..... |
| Nash | 9,474 | 25,271 | 93,541 | 82,729 | 137,507 | 142,520 |
| Rambler | 91,469 | 70,867 | ..... | ..... | ..... | ..... |
| Total | 117,330 | 115,105 | 136,753 | 118,553 | 204,304 | 221,029 |
| CHRYSLER CORP.: | | | | | | |
| Chrysler | 106,436 | 106,853 | 144,618 | 101,741 | 153,756 | 113,392 |
| DeSoto | 103,915 | 100,766 | 118,062 | 76,739 | 122,342 | 91,677 |
| Dodge | 257,488 | 220,208 | 284,323 | 154,789 | 288,812 | 246,464 |
| Plymouth | 595,503 | 483,756 | 647,352 | 381,078 | 600,447 | 433,134 |
| Imperial | 33,017 | 10,460 | 11,840 | ..... | ..... | ..... |
| Total | 1,096,359 | 922,043 | 1,206,195 | 714,347 | 1,165,357 | 884,667 |
| FORD MOTOR: | | | | | | |
| Ford | 1,493,617 | 1,375,343 | 1,573,276 | 1,400,440 | 1,116,267 | 732,481 |
| Lincoln | 34,808 | 42,598 | 35,017 | 36,251 | 39,169 | 29,110 |
| Mercury | 260,573 | 274,603 | 371,837 | 269,926 | 287,717 | 185,883 |
| Continental | 2,490 | 1,564 | 606 | ..... | ..... | ..... |
| Edsel | 26,681 | ..... | ..... | ..... | ..... | ..... |
| Total | 1,818,169 | 1,694,108 | 1,980,736 | 1,706,617 | 1,443,153 | 947,474 |
| GM CORP.: | | | | | | |
| Buick | 394,553 | 529,371 | 737,879 | 513,497 | 454,320 | 310,806 |
| Cadillac | 141,209 | 132,952 | 141,038 | 110,328 | 98,612 | 87,806 |
| Chevrolet | 1,456,288 | 1,565,399 | 1,640,681 | 1,417,453 | 1,342,480 | 852,542 |
| Oldsmobile | 371,596 | 437,896 | 589,515 | 407,150 | 305,593 | 218,189 |
| Pontiac | 319,719 | 358,668 | 530,007 | 358,167 | 358,692 | 266,351 |
| Total | 2,683,365 | 3,024,286 | 3,639,120 | 2,806,595 | 2,586,697 | 1,735,694 |
| KAISER-WILLYS: | | | | | | |
| Kaiser | ..... | ..... | 959 | 8,889 | 22,825 | 41,022 |
| Willys | ..... | ..... | 6,267 | 17,002 | 42,433 | 41,016 |
| Total | ..... | ..... | 7,226 | 25,891 | 65,258 | 82,038 |
| S-P CORP.: | | | | | | |
| Packard | 5,189 | 28,396 | 52,103 | 38,396 | 71,079 | 66,346 |
| Studebaker | 62,565 | 76,402 | 95,761 | 95,914 | 161,257 | 157,902 |
| Total | 67,754 | 104,798 | 147,864 | 134,310 | 232,336 | 224,248 |
| Allstate | ..... | ..... | ..... | ..... | 675 | 1,566 |
| Austin | ..... | ..... | ..... | ..... | 3,067 | 4,804 |
| Crosley | ..... | ..... | ..... | ..... | ..... | 2,679 |
| Henry J | ..... | ..... | ..... | 1,123 | 10,710 | 28,718 |
| Miscellaneous | 199,365 | 94,908 | 52,014 | 28,028 | 27,412 | 25,477 |
| Total | 199,365 | 94,908 | 52,014 | 29,151 | 41,884 | 63,244 |
| YEAR TOTAL | 5,983,347 | 5,955,248 | 7,169,908 | 5,535,464 | 5,738,989 | 4,158,394 |

# Automotive Highlights

| | |
|---|---|
| 1900 | The old time mixing valve was replaced by carburetor. |
| 1902 | First spark batteries used for ignition system. |
| 1903 | Radiators of copper tubing with cooling fins were introduced. |
| 1906 | One-piece rubber containers developed for batteries. |
| 1908 | Electric lights for automobiles. |
| 1912 | First automatic electric starter. |
| 1913 | Single plate clutch developed and silent timing chain introduced. |
| 1916 | Universal joints were developed. |
| 1917 | Thread rubber insulators were introduced. |
| 1921 | First standard type transmissions were introduced. |
| 1922 | Double plate clutches were introduced. |
| 1923 | Multiple spring clutches were developed. |
| 1923 | Four-wheel brakes introduced. |
| 1924 | Vibration dampening flexible center clutches introduced. |
| 1930 | Transmission synchronized units were introduced. |
| 1931 | Free wheeling came into being. |
| 1934 | Automatic overdrive for transmissions were used. |
| 1939 | First automatic type transmissions introduced. |
| 1939-40 | Sealed beam headlamps introduced. |
| 1949 | Simple, finer, more efficient automatic transmissions introduced. |
| 1951 | Power steering introduced. |
| 1953 | Passenger car power brakes developed. |
| 1953 | 12-Volt ignition system introduced. |
| 1955 | V-8 engines available in all low priced cars. |
| 1956 | Cars have seen the introduction of the safety-lock door latch. |
| 1957 | Fuel injection introduced on production models. |
| 1958 | Air suspension introduced on production models. |

# New Truck Registrations by Makes 1950-1957

| | 1957 | 1956 | 1955 | 1954 | 1953 | 1952 | 1951 | 1950 |
|---|---|---|---|---|---|---|---|---|
| Autocar | .... | .... | *.. | 1,041 | 1,713 | 1,595 | 2,112 | 2,072 |
| Brockway | 738 | 884 | 1,144 | 1,340 | 2,080 | 1,752 | 2,182 | 2,384 |
| Chevrolet | 290,960 | 302,145 | 329,791 | 293,079 | 327,960 | 272,249 | 350,344 | 414,496 |
| Crosley | .... | .... | ..... | ..... | 32 | 243 | 434 | 422 |
| Diamond-T | 3,472 | 4,037 | 3,697 | 2,701 | 3,398 | 3,420 | 4,508 | 5,675 |
| Divco | .... | .... | ..... | 2,505 | 2,569 | 2,752 | 3,752 | 4,309 |
| Dodge | 49,431 | 57,651 | 66,208 | 60,658 | 82,345 | 102,129 | 106,600 | 99,716 |
| Federal | .... | .... | ..... | 248 | 986 | 841 | 1,008 | 1,469 |
| Ford | 277,301 | 263,753 | 295,900 | 267,799 | 266,027 | 179,523 | 250,802 | 315,912 |
| FWD | .... | .... | ..... | 393 | 359 | 543 | 501 | 323 |
| GMC | 62,165 | 82,266 | 84,877 | 66,644 | 82,296 | 79,612 | 100,285 | 97,200 |
| Internat'l | 96,956 | 108,014 | 100,441 | 84,222 | 95,404 | 92,788 | 95,184 | 97,818 |
| Kenworth | .... | .... | ..... | 697 | 747 | 705 | 668 | 673 |
| Mack | 13,312 | 13,190 | 10,932 | 6,098 | 6,890 | 7,138 | 9,794 | 9,908 |
| Pontiac | .... | .... | ..... | ..... | 468 | 541 | 908 | 1,362 |
| Reo | 2,067 | 2,974 | 3,121 | 2,283 | 3,498 | 3,393 | 3,427 | 3,876 |
| Sterling | .... | .... | * | ..... | ..... | 250 | 334 | 354 |
| Studebaker | 6,547 | 8,708 | 10,817 | 10,193 | 22,473 | 28,985 | 32,675 | 45,881 |
| White | 12,491 | 15,137 | 14,372 | 10,340 | 12,261 | 10,858 | 12,260 | 12,050 |
| Willys | 22,005 | 23,488 | 27,252 | 17,523 | 17,712 | 20,356 | 24,292 | 24,640 |
| Misc. | 20,640 | 12,119 | 8,449 | 1,337 | 1,094 | 2,426 | 1,780 | 1,767 |
| Total | 858,085 | 894,366 | 957,001 | 829,101 | 930,312 | 812,099 | 1,003,850 | 1,142,307 |

* Included in Miscellaneous

# Use this "roll-the-window" test to sell more E-Z-EYE options

See Barbara Hale as "Della Street" in The Perry Mason Show, CBS-TV Network, Saturday Nights

## "Della Street" proves E-Z-EYE is the next best thing to air conditioning

Let your customers drive your demonstrator out in the sun and roll the E-Z-EYE window halfway down. They'll feel the sun burning their forehead while the rest of their face stays shady cool. The reason: E-Z-EYE Safety Glass has a special blue-green tint that filters out hot solar radiation, keeps it from pouring in on the car's occupants.

**Reduces fatiguing glare, too**

This test also shows how E-Z-EYE protects against glare fatigue, caused by squinting into strong natural light. Particularly through the windshield, your customer will see how shaded E-Z-EYE Safety *Plate* reduces glare while giving clear, undistorted vision.

*Any wonder why E-Z-EYE is one of your car's most wanted options? And a most profitable one for you? Sell it!*

## 3 steps to added profits!

**1. ORDER YOUR CARS FROM THE FACTORY WITH E-Z-EYE GLASS.** Cars move more easily with E-Z-EYE (national surveys show more than 55% of car buyers *want* tinted glass).

**2. EQUIP ALL YOUR DEMONSTRATORS WITH E-Z-EYE.** No better way to sell the features of E-Z-EYE than by giving your prospects a convincing look-through.

**3. SELL UP TO E-Z-EYE AT OPTION-CHOOSING TIME.** One of the least expensive of all optional features, but an *extra* sale for you and much of it clear *profit!*

# E-Z-EYE SAFETY L·O·F PLATE GLASS

**with the shaded windshield**

LIBBEY · OWENS · FORD GLASS COMPANY, TOLEDO 3, OHIO

# Civilian Population

### July 1, 1957

| Region, division and State | July 1, 1957 |
|---|---|
| Continental United States | 168,406,000 |
| **REGIONS:** | |
| Northeast | 42,179,000 |
| North Central | 50,144,000 |
| South | 51,807,000 |
| West | 24,277,000 |
| **NORTHEAST:** | |
| New England | 9,746,000 |
| Middle Atlantic | 32,432,000 |
| **NORTH CENTRAL:** | |
| East North Central | 34,935,000 |
| West North Central | 15,209,000 |
| **SOUTH:** | |
| South Atlantic | 24,104,000 |
| East South Central | 11,736,000 |
| West South Central | 15,967,000 |
| **WEST:** | |
| Mountain | 6,259,000 |
| Pacific | 18,018,000 |
| **NEW ENGLAND:** | |
| Maine | 927,000 |
| New Hampshire | 565,000 |
| Vermont | 374,000 |
| Massachusetts | 4,810,000 |
| Rhode Island | 830,000 |
| Connecticut | 2,240,000 |
| **MIDDLE ATLANTIC:** | |
| New York | 15,833,000 |
| New Jersey | 5,580,000 |
| Pennsylvania | 11,020,000 |
| **EAST NORTH CENTRAL:** | |
| Ohio | 9,180,000 |
| Indiana | 4,525,000 |
| Illinois | 9,585,000 |
| Michigan | 7,788,000 |
| Wisconsin | 3,857,000 |
| **WEST NORTH CENTRAL:** | |
| Minnesota | 3,315,000 |
| Iowa | 2,796,000 |
| Missouri | 4,224,000 |
| North Dakota | 644,000 |
| South Dakota | 695,000 |
| Nebraska | 1,439,000 |
| Kansas | 2,095,000 |
| **SOUTH ATLANTIC:** | |
| Delaware | 430,000 |
| Maryland | 2,827,000 |
| District of Columbia | 809,000 |
| Virginia | 3,638,000 |
| West Virginia | 1,975,000 |
| North Carolina | 4,417,000 |
| South Carolina | 2,308,000 |
| Georgia | 3,699,000 |
| Florida | 4,001,000 |
| **EAST SOUTH CENTRAL:** | |
| Kentucky | 2,999,000 |
| Tennessee | 3,443,000 |
| Alabama | 3,126,000 |
| Mississippi | 2,168,000 |
| **WEST SOUTH CENTRAL:** | |
| Arkansas | 1,744,000 |
| Louisiana | 3,027,000 |
| Oklahoma | 2,243,000 |
| Texas | 8,953,000 |
| **MOUNTAIN:** | |
| Montana | 660,000 |
| Idaho | 636,000 |
| Wyoming | 309,000 |
| Colorado | 1,632,000 |
| New Mexico | 805,000 |
| Arizona | 1,111,000 |
| Utah | 847,000 |
| Nevada | 257,000 |
| **PACIFIC:** | |
| Washington | 2,653,000 |
| Oregon | 1,764,000 |
| California | 13,600,000 |
| **OUTLYING AREAS:** | |
| Alaska | 165,000 |
| Hawaii | 554,000 |
| Puerto Rico | 2,272,000 |
| American Samoa | 20,400 |

Source: Dept. of Com., Washington, D.C.

# States' and Makers' Passenger Car Sales Figures

## 1957 Compared with 1956

*Figures in this table are supplied by R. L. Polk & Co.*

### List of States in Order of VOLUME of Sales of Passenger Cars

| | 1957 | 1957 Pos. | 1956 | 1956 Pos. | Unit Gain or Loss | Pct. Gain or Loss |
|---|---|---|---|---|---|---|
| California | 571,185 | 1 | 556,164 | 1 | + 15,021 | + 2.70 |
| New York | 544,567 | 2 | 511,096 | 2 | + 33,471 | + 6.55 |
| Illinois | 398,523 | 3 | 398,174 | 3 | + 349 | + .09 |
| Ohio | 380,900 | 4 | 387,257 | 4 | — 6,357 | — 1.64 |
| Pennsylvania | 374,465 | 5 | 386,977 | 5 | — 12,512 | — 3.23 |
| Michigan | 365,813 | 6 | 348,138 | 6 | + 17,675 | + 5.08 |
| Texas | 356,065 | 7 | 345,288 | 7 | + 10,777 | + 3.12 |
| New Jersey | 221,442 | 8 | 222,728 | 8 | — 1,286 | — .58 |
| Florida | 191,098 | 9 | 175,651 | 10 | + 15,447 | + 8.79 |
| Indiana | 185,398 | 10 | 188,423 | 9 | — 3,025 | — 1.61 |
| Massachusetts | 144,767 | 11 | 156,987 | 11 | — 12,220 | — 7.78 |
| Missouri | 143,615 | 12 | 148,169 | 12 | — 4,554 | — 3.07 |
| Wisconsin | 135,698 | 13 | 131,296 | 13 | + 4,402 | + 3.35 |
| Minnesota | 122,349 | 14 | 115,709 | 16 | + 6,640 | + 5.74 |
| Virginia | 116,123 | 15 | 117,344 | 15 | — 1,221 | — 1.04 |
| Georgia | 107,883 | 16 | 121,633 | 14 | — 13,750 | —11.30 |
| Maryland | 101,124 | 17 | 102,841 | 18 | — 1,717 | — 1.67 |
| North Carolina | 99,493 | 18 | 107,139 | 17 | — 7,646 | — 7.14 |
| Louisiana | 98,985 | 19 | 91,588 | 19 | + 7,397 | + 8.08 |
| Tennessee | 89,207 | 20 | 90,605 | 20 | — 1,398 | — 1.54 |
| Connecticut | 88,035 | 21 | 89,346 | 21 | — 1,311 | — 1.47 |
| Iowa | 86,674 | 22 | 83,895 | 23 | + 2,779 | + 3.31 |
| Alabama | 81,538 | 23 | 84,634 | 22 | — 3,096 | — 3.66 |
| Kansas | 80,995 | 24 | 80,973 | 24 | + 22 | + .03 |
| Washington | 73,876 | 25 | 75,960 | 25 | — 2,084 | — 2.74 |
| Kentucky | 73,134 | 26 | 73,560 | 27 | — 426 | — .58 |
| Oklahoma | 73,025 | 27 | 75,446 | 26 | — 2,421 | — 3.21 |
| Oregon | 63,728 | 28 | 70,531 | 28 | — 6,803 | — 9.65 |
| Colorado | 55,011 | 29 | 51,764 | 32 | + 3,247 | + 6.27 |
| West Virginia | 54,969 | 30 | 53,408 | 29 | + 1,561 | + 2.92 |
| South Carolina | 47,761 | 31 | 52,355 | 30 | — 4,594 | — 8.77 |
| Mississippi | 45,605 | 32 | 52,058 | 31 | — 6,453 | —12.40 |
| Nebraska | 44,836 | 33 | 43,929 | 34 | + 907 | + 2.06 |
| Arkansas | 41,949 | 34 | 45,369 | 33 | — 3,420 | — 7.54 |
| Arizona | 35,762 | 35 | 32,221 | 35 | + 3,541 | +10.99 |
| New Mexico | 27,191 | 36 | 25,922 | 38 | + 1,269 | + 4.90 |
| Maine | 26,516 | 37 | 27,400 | 36 | — 884 | — 3.23 |
| District of Columbia | 24,328 | 38 | 26,506 | 37 | — 2,178 | — 8.22 |
| Utah | 24,241 | 39 | 24,029 | 40 | + 212 | + .88 |
| Montana | 23,432 | 40 | 24,256 | 39 | — 824 | — 3.40 |
| Rhode Island | 23,330 | 41 | 23,996 | 41 | — 666 | — 2.77 |
| North Dakota | 22,996 | 42 | 19,446 | 44 | + 3,550 | +18.26 |
| South Dakota | 21,048 | 43 | 19,874 | 43 | + 1,174 | + 5.91 |
| Idaho | 19,661 | 44 | 20,408 | 42 | — 747 | — 3.66 |
| Delaware | 19,266 | 45 | 18,867 | 46 | + 399 | + 2.11 |
| New Hampshire | 18,209 | 46 | 19,067 | 45 | — 858 | — 4.50 |
| Vermont | 13,413 | 47 | 13,789 | 47 | — 376 | — 2.73 |
| Wyoming | 12,355 | 48 | 12,087 | 48 | + 268 | + 2.22 |
| Nevada | 10,758 | 49 | 10,945 | 49 | — 187 | — 1.71 |
| TOTALS | 5,982,342 | | 5,955,248 | | + 27,094 | + .45 |

### List of States in Order of PERCENTAGE of Sales INCREASE of Passenger Cars

| | Pct. Gain or Loss | Unit Gain or Loss | Pos. | 1957 | 1957 Pos. | 1956 | 1956 Pos. |
|---|---|---|---|---|---|---|---|
| North Dakota | +18.26 | + 3,550 | 1 | 22,996 | 42 | 19,446 | 44 |
| Arizona | +10.99 | + 3,541 | 2 | 35,762 | 35 | 32,221 | 35 |
| Florida | + 8.79 | +15,447 | 3 | 191,098 | 9 | 175,651 | 10 |
| Louisiana | + 8.08 | + 7,397 | 4 | 98,985 | 19 | 91,588 | 19 |
| New York | + 6.55 | +33,471 | 5 | 544,567 | 2 | 511,096 | 2 |
| Colorado | + 6.27 | + 3,247 | 6 | 55,011 | 29 | 51,764 | 32 |
| South Dakota | + 5.91 | + 1,174 | 7 | 21,048 | 43 | 19,874 | 43 |
| Minnesota | + 5.74 | + 6,640 | 8 | 122,349 | 14 | 115,709 | 16 |
| Michigan | + 5.08 | +17,675 | 9 | 365,813 | 6 | 348,138 | 6 |
| New Mexico | + 4.90 | + 1,269 | 10 | 27,191 | 36 | 25,922 | 38 |
| Wisconsin | + 3.35 | + 4,402 | 11 | 135,698 | 13 | 131,296 | 13 |
| Iowa | + 3.31 | + 2,779 | 12 | 86,674 | 22 | 83,895 | 23 |
| Texas | + 3.12 | +10,777 | 13 | 356,065 | 7 | 345,288 | 7 |
| West Virginia | + 2.92 | + 1,561 | 14 | 54,969 | 30 | 53,408 | 29 |
| California | + 2.70 | +15,021 | 15 | 571,185 | 1 | 556,164 | 1 |
| Wyoming | + 2.22 | + 268 | 16 | 12,355 | 48 | 12,087 | 48 |
| Delaware | + 2.11 | + 399 | 17 | 19,266 | 45 | 18,867 | 46 |
| Nebraska | + 2.06 | + 907 | 18 | 44,836 | 33 | 43,929 | 34 |
| Utah | + .88 | + 212 | 19 | 24,241 | 39 | 24,029 | 40 |
| Illinois | + .09 | + 349 | 20 | 398,523 | 3 | 398,174 | 3 |
| Kansas | + .03 | + 22 | 21 | 80,995 | 24 | 80,973 | 24 |
| New Jersey | — .58 | — 1,286 | 22 | 221,442 | 8 | 222,728 | 8 |
| Kentucky | — .58 | — 426 | 23 | 73,134 | 26 | 73,560 | 27 |
| Virginia | — 1.04 | — 1,221 | 24 | 116,123 | 15 | 117,344 | 15 |
| Connecticut | — 1.47 | — 1,311 | 25 | 88,035 | 21 | 89,346 | 21 |
| Tennessee | — 1.54 | — 1,398 | 26 | 89,207 | 20 | 90,605 | 20 |
| Indiana | — 1.61 | — 3,025 | 27 | 185,398 | 10 | 188,423 | 9 |
| Ohio | — 1.64 | — 6,357 | 28 | 380,900 | 4 | 387,257 | 4 |
| Maryland | — 1.67 | — 1,717 | 29 | 101,124 | 17 | 102,841 | 18 |
| Nevada | — 1.71 | — 187 | 30 | 10,758 | 49 | 10,945 | 49 |
| Vermont | — 2.73 | — 376 | 31 | 13,413 | 47 | 13,789 | 47 |
| Washington | — 2.74 | — 2,084 | 32 | 73,876 | 25 | 75,960 | 25 |
| Rhode Island | — 2.77 | — 666 | 33 | 23,330 | 41 | 23,996 | 41 |
| Missouri | — 3.07 | — 4,554 | 34 | 143,615 | 12 | 148,169 | 12 |
| Oklahoma | — 3.21 | — 2,421 | 35 | 73,025 | 27 | 75,446 | 26 |
| Pennsylvania | — 3.23 | —12,512 | 36 | 374,465 | 5 | 386,977 | 5 |
| Maine | — 3.23 | — 884 | 37 | 26,516 | 37 | 27,400 | 36 |
| Montana | — 3.40 | — 824 | 38 | 23,432 | 40 | 24,256 | 39 |
| Alabama | — 3.66 | — 3,096 | 39 | 81,538 | 23 | 84,634 | 22 |
| Idaho | — 3.66 | — 747 | 40 | 19,661 | 44 | 20,408 | 42 |
| New Hampshire | — 4.50 | — 858 | 41 | 18,209 | 46 | 19,067 | 45 |
| North Carolina | — 7.14 | — 7,646 | 42 | 99,493 | 18 | 107,139 | 17 |
| Arkansas | — 7.54 | — 3,420 | 43 | 41,949 | 34 | 45,369 | 33 |
| Massachusetts | — 7.78 | —12,220 | 44 | 144,767 | 11 | 156,987 | 11 |
| District of Columbia | — 8.22 | — 2,178 | 45 | 24,328 | 38 | 26,506 | 37 |
| South Carolina | — 8.77 | — 4,594 | 46 | 47,761 | 31 | 52,355 | 30 |
| Oregon | — 9.65 | — 6,803 | 47 | 63,728 | 28 | 70,531 | 28 |
| Georgia | —11.30 | —13,750 | 48 | 107,883 | 16 | 121,633 | 14 |
| Mississippi | —12.40 | — 6,453 | 49 | 45,605 | 32 | 52,058 | 31 |
| TOTALS | + .45 | +27,094 | | 5,982,342 | | 5,955,248 | |

## Makers' Volume Gains

### List of Passenger Car Manufacturers in Order of VOLUME of Sales, 1957-1956

| | 1957 | 1957 Pos. | 1956 | 1956 Pos. | Unit Gain or Loss | Pct. Gain or Loss |
|---|---|---|---|---|---|---|
| Ford | 1,493,617 | 1 | 1,375,343 | 2 | +118,274 | + 8.60 |
| Chevrolet | 1,456,288 | 2 | 1,565,399 | 1 | —109,111 | — 6.97 |
| Plymouth | 595,503 | 3 | 483,756 | 4 | +111,747 | + 23.10 |
| Buick | 394,553 | 4 | 529,371 | 3 | —134,818 | — 25.47 |
| Oldsmobile | 371,596 | 5 | 437,896 | 5 | — 66,300 | — 15.14 |
| Pontiac | 319,719 | 6 | 358,668 | 6 | — 38,949 | — 10.86 |
| Mercury | 260,573 | 7 | 274,603 | 7 | — 14,030 | — 5.11 |
| Dodge | 257,488 | 8 | 220,208 | 8 | + 37,280 | + 16.93 |
| Cadillac | 141,209 | 9 | 132,952 | 9 | + 8,257 | + 6.21 |
| Chrysler | 106,436 | 10 | 106,853 | 10 | — 417 | — .39 |
| DeSoto | 103,915 | 11 | 100,766 | 11 | + 3,149 | + 3.13 |
| Rambler | 91,469 | 12 | 70,867 | 13 | + 20,602 | + 29.07 |
| Studebaker | 62,565 | 13 | 76,402 | 12 | — 13,837 | — 18.11 |
| Lincoln | 34,808 | 14 | 42,598 | 14 | — 7,790 | — 18.29 |
| Imperial | 33,017 | 15 | 10,460 | 18 | + 22,557 | +215.65 |
| Edsel | 26,681 | 16 | ..... | | + 26,681 | |
| Metropolitan | 11,791 | 17 | 7,145 | 19 | + 4,646 | + 65.02 |
| Nash | 9,474 | 18 | 25,271 | 16 | — 15,797 | — 62.51 |
| Packard | 5,189 | 19 | 28,396 | 15 | — 23,207 | — 81.73 |
| Hudson | 4,596 | 20 | 11,822 | 17 | — 7,226 | — 61.12 |
| Continental | 2,490 | 21 | 1,564 | 20 | + 926 | + 59.21 |
| Miscellaneous | 199,365 | | 94,908 | | +104,457 | +110.06 |
| TOTAL | 5,982,342 | | 5,955,248 | | + 27,094 | + .45 |

## Makers' Percentage Gains

### List of Passenger Car Manufacturers in Order of PERCENTAGE of Sales INCREASE, 1957-1956

| | Pct. Gain or Loss | Unit Gain or Loss | Pos. | 1957 | 1957 Pos. | 1956 | 1956 Pos. |
|---|---|---|---|---|---|---|---|
| Imperial | +215.65 | + 22,557 | 1 | 33,017 | 15 | 10,460 | 18 |
| Metropolitan | + 65.02 | + 4,646 | 2 | 11,791 | 17 | 7,145 | 19 |
| Continental | + 59.21 | + 926 | 3 | 2,490 | 21 | 1,564 | 20 |
| Rambler | + 29.07 | + 20,602 | 4 | 91,469 | 12 | 70,867 | 13 |
| Plymouth | + 23.10 | +111,747 | 5 | 595,503 | 3 | 483,756 | 4 |
| Dodge | + 16.93 | + 37,280 | 6 | 257,488 | 8 | 220,208 | 8 |
| Ford | + 8.60 | +118,274 | 7 | 1,493,617 | 1 | 1,375,343 | 2 |
| Cadillac | + 6.21 | + 8,257 | 8 | 141,209 | 9 | 132,952 | 9 |
| DeSoto | + 3.13 | + 3,149 | 9 | 103,915 | 11 | 100,766 | 11 |
| Chrysler | — .39 | — 417 | 10 | 106,436 | 10 | 106,853 | 10 |
| Mercury | — 5.11 | — 14,030 | 11 | 260,573 | 7 | 274,603 | 7 |
| Chevrolet | — 6.97 | —109,111 | 12 | 1,456,288 | 2 | 1,565,399 | 1 |
| Pontiac | — 10.86 | — 38,949 | 13 | 319,719 | 6 | 358,668 | 6 |
| Oldsmobile | — 15.14 | — 66,300 | 14 | 371,596 | 5 | 437,896 | 5 |
| Studebaker | — 18.11 | — 13,837 | 15 | 62,565 | 13 | 76,402 | 12 |
| Lincoln | — 18.29 | — 7,790 | 16 | 34,808 | 14 | 42,598 | 14 |
| Buick | — 25.47 | —134,818 | 17 | 394,553 | 4 | 529,371 | 3 |
| Hudson | — 61.12 | — 7,226 | 18 | 4,596 | 20 | 11,822 | 17 |
| Nash | — 62.51 | — 15,797 | 19 | 9,474 | 18 | 25,271 | 16 |
| Packard | — 81.73 | — 23,207 | 20 | 5,189 | 19 | 28,396 | 15 |
| Edsel | .... | .... | .. | 26,681 | 16 | .... | .. |
| Miscellaneous | +110.06 | +104,457 | | 199,365 | | 94,908 | |
| TOTAL | + .45 | + 27,094 | | 5,982,342 | | 5,955,248 | |

***How They Fared . . .***

# New-Car Registrations by Makes, 1957-1956

| | Regis., 1957 Total | Percent Share of 1957 Regis. | Total Regis., 1956 | Percent Share of 1956 Regis. | Pct. Pt. Change in Share of Market |
|---|---|---|---|---|---|
| **AMERICAN MOTORS** | 117,550 | 1.96 | 115,105 | 1.93 | + .03 |
| Hudson | 4,596 | .07 | 11,822 | .20 | — .13 |
| Metropolitan | 11,791 | .20 | 7,145 | .12 | + .08 |
| Nash | 9,474 | .16 | 25,271 | .42 | — .26 |
| Rambler | 91,469 | 1.53 | 70,867 | 1.19 | + .34 |
| **CHRYSLER** | 1,006,359 | 16.83 | 922,043 | 15.48 | +2.85 |
| Chrysler | 106,436 | 1.78 | 106,853 | 1.79 | — .01 |
| DeSoto | 103,915 | 1.74 | 100,766 | 1.69 | + .05 |
| Dodge | 257,488 | 4.31 | 220,208 | 3.70 | + .61 |
| Imperial | 33,017 | .55 | 10,460 | .18 | + .37 |
| Plymouth | 595,503 | 9.95 | 483,756 | 8.12 | +1.83 |
| **FORD** | 1,818,169 | 30.39 | 1,694,108 | 28.45 | +1.94 |
| Continental | 2,490 | .04 | 1,564 | .03 | + .01 |
| Edsel | 26,681 | .44 | ..... | ..... | + .44 |
| Ford | 1,493,617 | 24.97 | 1,375,343 | 23.09 | +1.88 |
| Lincoln | 34,808 | .58 | 42,598 | .72 | — .14 |
| Mercury | 260,573 | 4.36 | 274,603 | 4.61 | — .25 |
| **GENERAL MOTORS** | 2,683,365 | 44.86 | 3,024,286 | 50.78 | —5.92 |
| Buick | 394,553 | 6.60 | 529,371 | 8.89 | —2.29 |
| Cadillac | 141,209 | 2.36 | 132,952 | 2.23 | + .13 |
| Chevrolet | 1,456,288 | 24.34 | 1,565,399 | 26.29 | —1.95 |
| Oldsmobile | 371,596 | 6.21 | 437,896 | 7.35 | —1.14 |
| Pontiac | 319,719 | 5.35 | 358,668 | 6.02 | — .67 |
| **STUDEBAKER-PACKARD** | 67,754 | 1.13 | 104,786 | 1.76 | — .63 |
| Packard | 5,189 | .09 | 28,396 | .48 | — .39 |
| Studebaker | 62,565 | 1.04 | 76,402 | 1.28 | — .24 |
| **MISCELLANEOUS** | 199,365 | 3.33 | 94,908 | 1.60 | +1.73 |
| **TOTAL** | 5,982,342 | 100.00 | 5,955,248 | 100.00 | |

—Automotive News compilations from R. L. Polk & Co. data.

## Top Cars

*New-car registrations. Final standings for 12 months:*

| 1957 Pos. | | Make | 1956 | Pos. |
|---|---|---|---|---|
| 1— | 1,493,617 | Ford | 1,375,343 | 2 |
| 2— | 1,456,288 | Chev. | 1,565,399 | 1 |
| 3— | 595,503 | Plym. | 483,756 | 4 |
| 4— | 394,553 | Buick | 529,317 | 3 |
| 5— | 371,596 | Olds. | 437,896 | 5 |
| 6— | 319,719 | Pontiac | 358,668 | 6 |
| 7— | 260,573 | Mercury | 274,603 | 7 |
| 8— | 257,488 | Dodge | 220,208 | 8 |
| 9— | 141,209 | Cadillac | 132,952 | 9 |
| 10— | 106,436 | Chrysler | 106,853 | 10 |
| 11— | 103,915 | DeSoto | 100,766 | 11 |
| 12— | 91,469 | Rambler | 70,867 | 13 |
| 13— | 62,565 | Stude. | 76,402 | 12 |
| 14— | 34,808 | Lincoln | 42,598 | 14 |
| 15— | 33,017 | Imperial | 10,460 | 18 |
| 16— | 26,681 | Edsel | | |
| 17— | 11,791 | Met. | 7,145 | 19 |
| 18— | 9,474 | Nash | 25,271 | 16 |
| 19— | 5,189 | Packard | 28,396 | 15 |
| 20— | 4,596 | Hudson | 11,822 | 17 |
| 21— | 2,490 | Cont'l | 1,564 | 20 |
| | 199,365 | Misc. | 94,908 | |
| | | Total All Makes | | |
| | 5,982,342 | | 5,955,248 | |

## Top Trucks

*New-truck registrations. Final standings for 12 months:*

| 1957 Pos. | | Make | 1956 | Pos. |
|---|---|---|---|---|
| 1— | 290,960 | Chev. | 302,145 | 1 |
| 2— | 277,301 | Ford | 263,753 | 2 |
| 3— | 96,956 | Internat'l | 108,014 | 3 |
| 4— | 62,165 | GMC | 82,266 | 4 |
| 5— | 49,431 | Dodge | 57,651 | 5 |
| 6— | 22,005 | Willys | 23,488 | 6 |
| 7— | 13,312 | Mack | 13,190 | 7 |
| 8— | 12,491 | White | 15,137 | 8 |
| 9— | 6,547 | Stude. | 8,708 | 9 |
| 10— | 3,472 | Diamond T | 4,037 | 10 |
| 11— | 2,067 | Reo | 2,974 | 11 |
| 12— | 738 | Brockway | 884 | 12 |
| 13— | 20,640 | Misc. | 12,119 | 13 |
| | | Total All Makes | | |
| | 858,085 | | 894,366 | |

## Foreign-Car Registrations

*Final standings for 12 months:*

| 1957 Pos. | | Make | 1956 | Pos. |
|---|---|---|---|---|
| 1— | 64,242 | Volkswagen | 50,011 | 1 |
| 2— | 22,586 | Renault | | * |
| 3— | 17,062 | English Ford | 4,230 | 4 |
| 4— | 13,496 | MG | 6,044 | 3 |
| 5— | 11,791 | Metropolitan | 7,145 | 2 |
| * | | Jaguar | 3,685 | 5 |
| | 77,650 | All Others | 27,072 | |
| | | Total All Makes | | |
| | 206,827 | | 98,187 | |

* Not in Top Five.

# States' and Makers' Truck Sales Figures

## 1957 Compared with 1956

### List of States in Order of VOLUME

| | 1957 | 1957 Pos. | 1956 | 1956 Pos. | Unit Gain or Loss | Pct. Gain or Loss |
|---|---|---|---|---|---|---|
| California | 91,990 | 1 | 92,374 | 1 | — 384 | — .42 |
| Texas | 72,364 | 2 | 70,443 | 2 | + 1,921 | + 2.73 |
| New York | 46,229 | 3 | 49,602 | 3 | — 3,373 | — 6.80 |
| Pennsylvania | 40,336 | 4 | 43,689 | 4 | — 3,353 | — 7.67 |
| Ohio | 36,662 | 5 | 38,921 | 5 | — 2,259 | — 5.80 |
| Illinois | 35,460 | 6 | 37,191 | 6 | — 1,731 | — 4.65 |
| Michigan | 31,050 | 7 | 34,987 | 7 | — 3,937 | —11.25 |
| Florida | 27,329 | 8 | 27,210 | 8 | + 119 | + .44 |
| Indiana | 23,755 | 9 | 25,421 | 9 | — 1,666 | — 6.55 |
| New Jersey | 21,923 | 10 | 22,464 | 13 | — 541 | — 2.41 |
| Georgia | 21,664 | 11 | 25,233 | 10 | — 3,569 | —14.14 |
| Missouri | 21,557 | 12 | 22,910 | 12 | — 1,353 | — 5.90 |
| Louisiana | 21,234 | 13 | 20,161 | 14 | + 1,073 | + 5.32 |
| North Carolina | 21,065 | 14 | 23,118 | 11 | — 2,053 | — 8.88 |
| Virginia | 18,101 | 15 | 19,304 | 15 | — 1,203 | — 6.23 |
| Oklahoma | 17,698 | 16 | 17,266 | 18 | + 432 | + 2.50 |
| Alabama | 17,368 | 17 | 18,006 | 16 | — 638 | — 3.54 |
| Minnesota | 16,393 | 18 | 16,579 | 20 | — 186 | — 1.12 |
| Tennessee | 15,826 | 19 | 17,293 | 17 | — 1,467 | — 8.48 |
| Wisconsin | 15,777 | 20 | 16,448 | 22 | — 671 | — 4.08 |
| Kentucky | 14,844 | 21 | 15,131 | 26 | — 287 | — 1.90 |
| Washington | 14,082 | 22 | 15,398 | 24 | — 1,316 | — 8.55 |
| Iowa | 14,060 | 23 | 13,603 | 27 | + 457 | + 3.36 |
| Mississippi | 14,019 | 24 | 16,504 | 21 | — 2,485 | —15.06 |
| Arkansas | 13,950 | 25 | 15,805 | 23 | — 1,855 | —11.74 |
| Oregon | 13,481 | 26 | 15,369 | 25 | — 1,888 | —12.28 |
| Kansas | 13,319 | 27 | 13,534 | 28 | — 215 | — 1.59 |
| Colorado | 12,395 | 28 | 11,165 | 30 | + 1,230 | +11.02 |
| Massachusetts | 12,318 | 29 | 16,869 | 19 | — 4,551 | —26.98 |
| Maryland | 10,548 | 30 | 11,293 | 29 | — 745 | — 6.60 |
| New Mexico | 10,088 | 31 | 8,480 | 34 | + 1,608 | +18.96 |
| Arizona | 9,680 | 32 | 8,272 | 36 | + 1,408 | +17.02 |
| West Virginia | 9,224 | 33 | 9,414 | 33 | — 190 | — 2.02 |
| Nebraska | 9,093 | 34 | 8,317 | 35 | + 776 | + 9.33 |
| South Carolina | 8,881 | 35 | 10,102 | 31 | — 1,221 | —12.09 |
| Connecticut | 7,800 | 36 | 9,458 | 32 | — 1,658 | —17.53 |
| Montana | 7,162 | 37 | 7,332 | 37 | — 170 | — 2.32 |
| Idaho | 6,424 | 38 | 6,260 | 38 | + 164 | + 2.62 |
| Utah | 5,486 | 39 | 5,295 | 40 | + 191 | + 3.61 |
| Maine | 5,230 | 40 | 6,045 | 39 | — 815 | —13.48 |
| North Dakota | 5,182 | 41 | 4,818 | 41 | + 364 | + 7.56 |
| South Dakota | 5,127 | 42 | 4,788 | 42 | + 339 | + 7.08 |
| Wyoming | 4,414 | 43 | 4,048 | 43 | + 366 | + 9.04 |
| New Hampshire | 3,372 | 44 | 3,798 | 44 | — 426 | —11.22 |
| Rhode Island | 3,203 | 45 | 3,103 | 47 | + 100 | + 3.22 |
| Nevada | 3,044 | 46 | 3,111 | 46 | — 67 | — 2.15 |
| Vermont | 2,960 | 47 | 3,312 | 45 | — 352 | —10.63 |
| Delaware | 2,590 | 48 | 2,696 | 48 | — 106 | — 3.93 |
| District of Columbia | 2,328 | 49 | 2,426 | 49 | — 98 | — 4.04 |
| TOTALS | 858,085 | | 894,366 | | — 36,281 | — 4.06 |

### List of States in Order of PERCENTAGE of Sales INCREASE

| | Pct. Gain or Loss | Unit Gain or Loss | Gain Pos. | 1957 | 1957 Pos. | 1956 | 1956 Pos. |
|---|---|---|---|---|---|---|---|
| New Mexico | +18.96 | + 1,608 | 1 | 10,088 | 31 | 8,480 | 34 |
| Arizona | +17.02 | + 1,408 | 2 | 9,680 | 32 | 8,272 | 36 |
| Colorado | +11.02 | + 1,230 | 3 | 12,395 | 28 | 11,165 | 30 |
| Nebraska | + 9.33 | + 776 | 4 | 9,093 | 34 | 8,317 | 35 |
| Wyoming | + 9.04 | + 366 | 5 | 4,414 | 43 | 4,048 | 43 |
| North Dakota | + 7.56 | + 364 | 6 | 5,182 | 41 | 4,818 | 41 |
| South Dakota | + 7.08 | + 339 | 7 | 5,127 | 42 | 4,788 | 42 |
| Louisiana | + 5.32 | + 1,073 | 8 | 21,234 | 13 | 20,161 | 14 |
| Utah | + 3.61 | + 191 | 9 | 5,486 | 39 | 5,295 | 40 |
| Iowa | + 3.36 | + 457 | 10 | 14,060 | 23 | 13,603 | 27 |
| Rhode Island | + 3.22 | + 100 | 11 | 3,203 | 45 | 3,103 | 47 |
| Texas | + 2.73 | + 1,921 | 12 | 72,364 | 2 | 70,443 | 2 |
| Idaho | + 2.62 | + 164 | 13 | 6,424 | 38 | 6,260 | 38 |
| Oklahoma | + 2.50 | + 432 | 14 | 17,698 | 16 | 17,266 | 18 |
| Florida | + .44 | + 119 | 15 | 27,329 | 8 | 27,210 | 8 |
| California | — .42 | — 384 | 16 | 91,990 | 1 | 92,374 | 1 |
| Minnesota | — 1.12 | — 186 | 17 | 16,393 | 18 | 16,579 | 20 |
| Kansas | — 1.59 | — 215 | 18 | 13,319 | 27 | 13,534 | 28 |
| Kentucky | — 1.90 | — 287 | 19 | 14,844 | 21 | 15,131 | 26 |
| West Virginia | — 2.02 | — 190 | 20 | 9,224 | 33 | 9,414 | 33 |
| Nevada | — 2.15 | — 67 | 21 | 3,044 | 46 | 3,111 | 46 |
| Montana | — 2.32 | — 170 | 22 | 7,162 | 37 | 7,332 | 37 |
| New Jersey | — 2.41 | — 541 | 23 | 21,923 | 10 | 22,464 | 13 |
| Alabama | — 3.54 | — 638 | 24 | 17,368 | 17 | 18,006 | 16 |
| Delaware | — 3.93 | — 106 | 25 | 2,590 | 48 | 2,696 | 48 |
| District of Columbia | — 4.04 | — 98 | 26 | 2,328 | 49 | 2,426 | 49 |
| Wisconsin | — 4.08 | — 671 | 27 | 15,777 | 20 | 16,448 | 22 |
| Illinois | — 4.65 | — 1,731 | 28 | 35,460 | 6 | 37,191 | 6 |
| Ohio | — 5.80 | — 2,259 | 29 | 36,662 | 5 | 38,921 | 5 |
| Missouri | — 5.90 | — 1,353 | 30 | 21,557 | 12 | 22,910 | 12 |
| Virginia | — 6.23 | — 1,203 | 31 | 18,101 | 15 | 19,304 | 15 |
| Indiana | — 6.55 | — 1,666 | 32 | 23,755 | 9 | 25,421 | 9 |
| Maryland | — 6.60 | — 745 | 33 | 10,548 | 30 | 11,293 | 29 |
| New York | — 6.80 | — 3,373 | 34 | 46,229 | 3 | 49,602 | 3 |
| Pennsylvania | — 7.67 | — 3,353 | 35 | 40,336 | 4 | 43,689 | 4 |
| Tennessee | — 8.48 | — 1,467 | 36 | 15,826 | 19 | 17,293 | 17 |
| Washington | — 8.55 | — 1,316 | 37 | 14,082 | 22 | 15,398 | 24 |
| North Carolina | — 8.88 | — 2,053 | 38 | 21,065 | 14 | 23,118 | 11 |
| Vermont | —10.63 | — 352 | 39 | 2,960 | 47 | 3,312 | 45 |
| New Hampshire | —11.22 | — 426 | 40 | 3,372 | 44 | 3,798 | 44 |
| Michigan | —11.25 | — 3,937 | 41 | 31,050 | 7 | 34,987 | 7 |
| Arkansas | —11.74 | — 1,855 | 42 | 13,950 | 25 | 15,805 | 23 |
| South Carolina | —12.09 | — 1,221 | 43 | 8,881 | 35 | 10,102 | 31 |
| Oregon | —12.28 | — 1,888 | 44 | 13,481 | 26 | 15,369 | 25 |
| Maine | —13.48 | — 815 | 45 | 5,230 | 40 | 6,045 | 39 |
| Georgia | —14.14 | — 3,569 | 46 | 21,664 | 11 | 25,233 | 10 |
| Mississippi | —15.06 | — 2,485 | 47 | 14,019 | 24 | 16,504 | 21 |
| Connecticut | —17.53 | — 1,658 | 48 | 7,800 | 36 | 9,458 | 32 |
| Massachusetts | —26.98 | — 4,551 | 49 | 12,318 | 29 | 16,869 | 19 |
| TOTALS | — 4.06 | — 36,281 | | 858,085 | | 894,366 | |

## Makers' Volume Gains

**List of Commercial Car Manufacturers in Order of VOLUME of Sales, 1957-1956**

| | 1957 | 1957 Pos. | 1956 | 1956 Pos. | Unit Gain or Loss | Pct. Gain or Loss |
|---|---|---|---|---|---|---|
| Chevrolet | 290,960 | 1 | 302,145 | 1 | — 11,185 | — 3.70 |
| Ford | 277,301 | 2 | 263,753 | 2 | + 13,548 | + 5.14 |
| International | 96,956 | 3 | 108,014 | 3 | — 11,058 | —10.24 |
| GMC | 62,165 | 4 | 82,266 | 4 | — 20,101 | —24.43 |
| Dodge | 49,431 | 5 | 57,651 | 5 | — 8,220 | —14.26 |
| Willys | 22,005 | 6 | 23,488 | 6 | — 1,483 | — 6.31 |
| Mack | 13,312 | 7 | 13,190 | 8 | + 122 | + .92 |
| White | 12,491 | 8 | 15,137 | 7 | — 2,646 | —17.48 |
| Studebaker | 6,547 | 9 | 8,708 | 9 | — 2,161 | —24.82 |
| Diamond T | 3,472 | 10 | 4,037 | 10 | — 565 | —14.00 |
| Reo | 2,067 | 11 | 2,974 | 11 | — 907 | —30.50 |
| Brockway | 738 | 12 | 884 | 12 | — 146 | —16.51 |
| Miscellaneous | 20,640 | | 12,119 | | + 8,521 | +70.31 |
| TOTALS | 858,085 | | 894,366 | | — 36,281 | — 4.06 |

## Makers' Percentage Gains

**List of Commercial Car Manufacturers in Order of PERCENTAGE of Sales INCREASE, 1957-1956**

| | Pct. Gain or Loss | Unit Gain or Loss | Gain Pos. | 1957 | 1957 Pos. | 1956 | 1956 Pos. |
|---|---|---|---|---|---|---|---|
| Ford | + 5.14 | + 13,548 | 1 | 277,301 | 2 | 263,753 | 2 |
| Mack | + .92 | + 122 | 2 | 13,312 | 7 | 13,190 | 8 |
| Chevrolet | — 3.70 | — 11,185 | 3 | 290,960 | 1 | 302,145 | 1 |
| Willys | — 6.31 | — 1,483 | 4 | 22,005 | 6 | 23,488 | 6 |
| International | —10.24 | — 11,058 | 5 | 96,956 | 3 | 108,014 | 3 |
| Diamond T | —14.00 | — 565 | 6 | 3,472 | 10 | 4,037 | 10 |
| Dodge | —14.26 | — 8,220 | 7 | 49,431 | 5 | 57,651 | 5 |
| Brockway | —16.51 | — 146 | 8 | 738 | 12 | 884 | 12 |
| White | —17.48 | — 2,646 | 9 | 12,491 | 8 | 15,137 | 7 |
| GMC | —24.43 | — 20,101 | 10 | 62,165 | 4 | 82,266 | 4 |
| Studebaker | —24.82 | — 2,161 | 11 | 6,547 | 9 | 8,708 | 9 |
| Reo | —30.50 | — 907 | 12 | 2,067 | 11 | 2,974 | 11 |
| Miscellaneous | +70.31 | + 8,521 | | 20,640 | | 12,119 | |
| TOTALS | — 4.06 | — 36,281 | | 858,085 | | 894,366 | |

*How They Fared . . .*

## New Truck Registrations By Makes

**Total for Year, 1957-1956**

| Make | 1957 Registrations | 1956 Registrations | Percent Share of '57 Market | Percent Share of '56 Market | Percent Point Change |
|---|---|---|---|---|---|
| Chevrolet | 290,960 | 302,145 | 33.91 | 33.78 | + .13 |
| Ford | 277,301 | 263,753 | 32.32 | 29.49 | +2.83 |
| International | 96,956 | 108,014 | 11.30 | 12.08 | — .78 |
| GMC | 62,165 | 82,266 | 7.24 | 9.20 | —1.96 |
| Dodge | 49,431 | 57,651 | 5.76 | 6.45 | — .69 |
| Willys | 22,005 | 23,488 | 2.56 | 2.63 | — .07 |
| Mack | 13,312 | 13,190 | 1.55 | 1.47 | + .08 |
| White* | 12,491 | 15,137 | 1.46 | 1.69 | — .23 |
| Studebaker | 6,547 | 8,708 | .76 | .97 | — .21 |
| Diamond T | 3,472 | 4,037 | .40 | .45 | — .05 |
| Reo | 2,067 | 2,974 | .24 | .33 | — .09 |
| Brockway | 738 | 884 | .09 | .10 | — .01 |
| Miscellaneous** | 20,640 | 12,119 | 2.41 | 1.36 | +1.05 |
| Total | 858,085 | 894,366 | 100.00 | 100.00 | |

* White includes Autocar, Freightliner and Sterling.
** Miscellaneous includes Corbitt, Divco, Four Wheel Drive, Kenworth, Marmon-Herrington, Peterbilt, etc.

— Compiled from R. L. Polk & Co. data.

## Annual Total Vehicle-Miles of Travel in United States, in Millions of Miles

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1921 | 55,027 | 1925 | 122,346 | 1929 | 197,720 | 1933 | 200,642 |
| 1922 | 67,697 | 1926 | 140,735 | 1930 | 206,320 | 1934 | 215,563 |
| 1923 | 84,995 | 1927 | 158,453 | 1931 | 216,151 | 1935 | 228,568 |
| 1924 | 104,838 | 1928 | 172,856 | 1932 | 200,517 | 1936 | 252,128 |

| | TOTAL VEHICLE MILES | | | | AVERAGE MILES PER VEHICLE | | | |
|---|---|---|---|---|---|---|---|---|
| | Passenger Cars | Buses | Trucks | Total | Passenger Cars | Buses | Trucks | Total |
| 1936 | 208,654 | 2,367 | 41,107 | 252,128 | 8,622 | 19,033 | 10,098 | 8,879 |
| 1937 | 223,467 | 2,492 | 44,151 | 270,110 | 8,767 | 18,991 | 10,264 | 9,027 |
| 1938 | 224,174 | 2,508 | 44,495 | 271,177 | 8,871 | 18,822 | 10,383 | 9,134 |
| 1939 | 235,629 | 2,554 | 47,219 | 285,402 | 8,976 | 18,392 | 10,504 | 9,240 |
| 1940 | 249,600 | 2,657 | 49,932 | 302,189 | 9,080 | 18,562 | 10,626 | 9,347 |
| 1941 | 275,872 | 2,822 | 54,918 | 333,612 | 9,291 | 19,197 | 10,743 | 9,545 |
| 1942* | 218,318 | 3,131 | 45,760 | 267,209 | 7,805 | 21,013 | 9,609 | 8,127 |
| 1943* | 161,830 | 3,366 | 41,626 | 206,822 | 6,223 | 21,857 | 9,028 | 6,722 |
| 1944* | 166,125 | 3,800 | 41,739 | 211,664 | 6,499 | 24,359 | 8,992 | 6,972 |
| 1945* | 199,280 | 3,834 | 45,941 | 249,055 | 7,727 | 23,521 | 9,270 | 8,058 |
| 1946 | 280,637 | 4,054 | 56,188 | 340,879 | 9,948 | 25,025 | 9,623 | 9,964 |
| 1947 | 300,494 | 4,254 | 66,146 | 370,894 | 9,734 | 24,170 | 9,947 | 9,839 |
| 1948 | 319,743 | 4,286 | 73,928 | 397,957 | 9,575 | 23,293 | 10,019 | 9,716 |
| 1949 | 342,478 | 4,252 | 77,731 | 424,461 | 9,401 | 22,326 | 9,916 | 9,547 |
| 1950 | 363,613 | 4,081 | 90,552 | 458,246 | 9,020 | 20,910 | 10,776 | 9,369 |
| 1951 | 392,131 | 4,118 | 94,844 | 491,093 | 9,154 | 20,820 | 10,790 | 9,476 |
| 1952 | 410,187 | 4,334 | 99,060 | 513,581 | 9,378 | 21,062 | 10,940 | 9,690 |
| 1953 | 435,351 | 4,449 | 104,633 | 544,433 | 9,370 | 18,234 | 10,927 | 9,674 |
| 1954 | 450,605 | 4,408 | 105,844 | 560,857 | 9,308 | 18,918 | 10,883 | 9,608 |
| 1955 | 487,540 | 4,507 | 111,387 | 603,434 | 9,359 | 17,658 | 10,697 | 9,615 |
| 1956 | 507,138 | 4,605 | 116,100 | 627,843 | 9,348 | 18,099 | 10,813 | 9,623 |
| 1957† | N. A. | N. A. | N. A. | 642,500 | N. A. | N. A. | N. A. | N. A. |

* Does not include travel by military vehicles. † Preliminary. N.A. Not Available.

Source: U. S. Bureau of Public Roads.

## Each Truck Makers' Share Of GVW Market

### By Percentage of Classification

| Make | 6,000 lbs. or less | 6,001-10,000 | 10,001-14,000 | 14,001-16,000 | 16,001-19,500 | 19,501-26,000 | 26,001-33,000 | 33,001 & over |
|---|---|---|---|---|---|---|---|---|
| Brockway | ..... | ..... | ..... | ..... | .01 | .13 | .80 | 1.83 |
| Chevrolet | 38.57 | 37.31 | 33.90 | 46.27 | 13.56 | ..... | ..... | ..... |
| Diamond T | ..... | ..... | ..... | * | .37 | 3.83 | 4.65 | 1.70 |
| Divco | * | 1.30 | 2.58 | ..... | .15 | ..... | ..... | ..... |
| Dodge | 5.18 | 8.87 | 1.74 | 3.10 | 12.76 | 11.37 | 1.49 | .72 |
| Ford | 36.27 | 31.89 | 33.88 | 39.91 | 18.67 | 16.12 | 5.78 | 9.30 |
| FWD | ..... | ..... | ..... | .02 | .07 | .24 | .57 | .46 |
| GMC | 4.87 | 7.41 | 9.06 | 5.91 | 19.03 | 21.06 | 12.27 | 4.16 |
| International | 6.14 | 11.34 | 13.39 | 4.28 | 33.25 | 39.90 | 59.18 | 26.53 |
| Kenworth | ..... | ..... | ..... | ..... | ..... | ..... | .35 | 4.08 |
| Mack | ..... | ..... | ..... | ..... | .27 | 3.27 | 14.49 | 32.71 |
| Peterbilt | ..... | ..... | ..... | ..... | ..... | ..... | .57 | 1.39 |
| Reo | ..... | ..... | ..... | .06 | .29 | 1.55 | 2.26 | 2.58 |
| Studebaker | .95 | .93 | .85 | .35 | .94 | .01 | ..... | ..... |
| White | ..... | ..... | ..... | ..... | .60 | 1.95 | 25.61 | 12.96 |
| Willys Jeep | 1.48 | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| Willys Truck | 3.16 | .86 | ..... | ..... | ..... | ..... | ..... | ..... |
| Misc. Domestic | ..... | ..... | ..... | ..... | .08 | .52 | .98 | 1.64 |
| Misc. Foreign | 3.38 | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| Total | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 |

* Less than one-hundredth of one percent.

— Compiled from R. L. Polk & Co. data.

## Farm Facts

| STATE | Number of Farms 1954 | Income Per Farm 1956 | Number of Farms Electrified Jan. 1, 1958 | Value of Farms (Land & Buildings) 1954 |
|---|---|---|---|---|
| Alabama | 176,956 | $ 2,640 | 165,400 | $ 1,206,218,000 |
| Arizona | 9,321 | 40,228 | 8,250 | 1,074,994,000 |
| Arkansas | 145,076 | 4,494 | 137,400 | 1,377,648,000 |
| California | 123,075 | 23,052 | 119,200 | 8,568,512,000 |
| Colorado | 40,749 | 10,781 | 36,300 | 1,528,617,000 |
| Connecticut | 12,753 | 13,176 | 12,600 | 331,211,000 |
| Delaware | 6,297 | 17,885 | 6,050 | 127,746,000 |
| Florida | 57,543 | 11,739 | 53,650 | 1,935,002,000 |
| Georgia | 165,523 | 4,184 | 160,550 | 1,441,753,000 |
| Idaho | 38,740 | 9,739 | 37,550 | 1,296,470,000 |
| Illinois | 175,543 | 11,220 | 171,150 | 7,036,269,000 |
| Indiana | 153,593 | 6,876 | 152,300 | 3,732,730,000 |
| Iowa | 192,933 | 10,944 | 189,300 | 6,769,927,000 |
| Kansas | 120,167 | 7,117 | 109,050 | 3,979,561,000 |
| Kentucky | 193,487 | 2,955 | 182,400 | 1,722,034,000 |
| Louisiana | 111,127 | 3,449 | 107,350 | 1,277,665,000 |
| Maine | 23,368 | 7,739 | 22,150 | 219,464,000 |
| Maryland | 32,500 | 7,573 | 30,650 | 690,876,000 |
| Massachusetts | 17,361 | 9,872 | 17,100 | 322,077,000 |
| Michigan | 138,922 | 5,030 | 136,100 | 2,194,903,000 |
| Minnesota | 165,225 | 7,859 | 159,400 | 3,478,232,000 |
| Mississippi | 215,915 | 2,780 | 189,800 | 1,522,932,000 |
| Missouri | 201,614 | 5,244 | 192,250 | 2,785,371,000 |
| Montana | 33,061 | 12,268 | 28,800 | 1,476,275,000 |
| Nebraska | 100,846 | 9,225 | 94,850 | 3,399,827,000 |
| Nevada | 2,857 | 13,223 | 2,200 | 223,308,000 |
| New Hampshire | 10,411 | 6,381 | 10,200 | 124,820,000 |
| New Jersey | 22,686 | 14,753 | 22,500 | 672,307,000 |
| New Mexico | 21,070 | 9,876 | 17,600 | 1,055,141,000 |
| New York | 105,714 | 7,793 | 103,500 | 1,674,909,000 |
| North Carolina | 267,906 | 3,768 | 258,950 | 2,346,338,000 |
| North Dakota | 61,943 | 9,343 | 52,300 | 1,493,427,000 |
| Ohio | 177,074 | 5,849 | 172,500 | 3,707,415,000 |
| Oklahoma | 118,979 | 4,296 | 108,100 | 2,256,352,000 |
| Oregon | 54,441 | 7,581 | 52,950 | 1,642,910,000 |
| Pennsylvania | 128,876 | 5,789 | 124,400 | 1,809,254,000 |
| Rhode Island | 2,004 | 10,749 | 1,950 | 53,056,000 |
| South Carolina | 124,203 | 2,938 | 114,250 | 964,994,000 |
| South Dakota | 62,520 | 8,183 | 54,200 | 1,766,980,000 |
| Tennessee | 203,149 | 2,420 | 193,750 | 1,635,096,000 |
| Texas | 292,947 | 6,488 | 272,650 | 8,996,683,000 |
| Utah | 22,826 | 6,622 | 22,400 | 585,533,000 |
| Vermont | 15,981 | 6,949 | 15,700 | 202,356,000 |
| Virginia | 136,416 | 3,460 | 128,050 | 1,550,959,000 |
| Washington | 65,175 | 8,263 | 64,350 | 2,021,583,000 |
| West Virginia | 68,583 | 1,640 | 64,050 | 497,066,000 |
| Wisconsin | 153,558 | 6,677 | 148,550 | 2,270,960,000 |
| Wyoming | 11,402 | 11,189 | 10,000 | 535,157,000 |
| TOTAL | 4,782,416 | $ 6,467 | 4,534,700 | $97,582,918,000 |

Sources: 1954 Census of Agriculture (Final Figures)
Electrical Merchandising—January, 1958
The Farm Income Situation—September 17, 1957
Compiled by Research Department—Farm Journal, Inc.

## One Out of Every Six Patents Issued Is Automotive

| Year | Total Patents Issued† | Automotive Total‡ | Percent Automotive | Year | Total Patents Issued† | Automotive Total‡ | Percent Automotive |
|---|---|---|---|---|---|---|---|
| 1939 | 48,681 | 8,042 | 16.5 | 1954 | 33,872 | 6,912 | 20.4 |
| 1940 | 48,391 | 7,413 | 15.3 | 1955 | 33,192 | 5,590 | 16.8 |
| 1945* | 29,224 | 4,918 | 16.8 | 1956 | 46,849 | 8,370 | 17.9 |
| 1946 | 24,597 | 4,140 | 16.8 | 1957 | 42,078 | 8,070 | 19.2 |

† SOURCE: Patent Office Gazette. Figures include design patents, but not patents for plants or reissue patents.

‡ Represents patents selected for Patent Library, Automobile Manufacturers Association, relating to motor vehicles, their mechanical design, esthetic design, manufacture, repair parts, accessories, lubricants and fuels, as well as special machines and processes for making all or any of same.

* In 1945 and later years, figures on automotive patents do not include patents on fuels, lubricants and tires.

## 1957 Truck Registrations by Weight Class

| Make | 6,000 lbs. or less | 6,001-10,000 | 10,001-14,000 | 14,001-16,000 | 16,001-19,500 | 19,501-26,000 | 26,001-33,000 | 33,001 & over | Total 1957 | Total 1956 |
|---|---|---|---|---|---|---|---|---|---|---|
| Brockway | ..... | ..... | ..... | ..... | 6 | 64 | 270 | 398 | 738 | 884 |
| Chevrolet | 174,074 | 46,958 | 10,904 | 52,391 | 6,633 | ..... | ..... | ..... | 290,960 | 302,145 |
| Diamond T | ..... | ..... | ..... | 1 | 182 | 1,340 | 1,579 | 370 | 3,472 | 4,037 |
| Divco | 7 | 1,752 | 724 | ..... | 75 | ..... | ..... | ..... | 2,558 | 3,112 |
| Dodge | 23,386 | 11,160 | 489 | 3,510 | 6,242 | 3,981 | 507 | 156 | 49,431 | 57,651 |
| Ford | 163,708 | 40,137 | 9,495 | 45,194 | 9,136 | 5,646 | 1,964 | 2,021 | 277,301 | 263,753 |
| F.W.D. | ..... | ..... | ..... | 22 | 35 | 83 | 192 | 101 | 433 | 481 |
| GMC | 21,966 | 9,325 | 2,426 | 6,690 | 9,313 | 7,375 | 4,165 | 905 | 62,165 | 82,266 |
| International | 27,721 | 14,270 | 3,753 | 4,954 | 16,270 | 13,971 | 10,248 | 5,769 | 96,956 | 108,014 |
| Kenworth | ..... | ..... | ..... | ..... | ..... | ..... | 119 | 887 | 1,006 | 1,239 |
| Mack | ..... | ..... | ..... | ..... | 134 | 1,146 | 4,920 | 7,112 | 13,312 | 13,190 |
| Peterbilt | ..... | ..... | ..... | ..... | ..... | ..... | 194 | 303 | 497 | 609 |
| Reo | ..... | ..... | ..... | 66 | 141 | 543 | 768 | 549 | 2,067 | 2,974 |
| Studebaker | 4,277 | 1,174 | 237 | 398 | 459 | 2 | ..... | ..... | 6,547 | 8,708 |
| White | ..... | ..... | ..... | ..... | 295 | 685 | 8,695 | 2,816 | 12,491 | 15,137 |
| Willys Jeep | 6,678 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 6,678 | 9,131 |
| Willys Truck | 14,247 | 1,080 | ..... | ..... | ..... | ..... | ..... | ..... | 15,327 | 14,357 |
| Misc. Domestic | ..... | ..... | ..... | ..... | 13 | 181 | 334 | 356 | 884 | 1,218 |
| Domestic Total | 436,064 | 125,856 | 28,028 | 113,226 | 48,934 | 35,017 | 33,955 | 21,743 | 842,823 | 888,906 |
| Misc. Foreign | 15,262 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 15,262 | 5,460 |
| GRAND TOTAL | 451,326 | 125,856 | 28,028 | 113,226 | 48,934 | 35,017 | 33,955 | 21,743 | 858,085 | 894,366 |

—Compiled from R. L. Polk & Co. data.

## Truck Registrations by GVW Class

### Percentage of Market, 1953 through 1957

| GVW Class | 1953 | 1954 | 1955 | 1956 | 1957* | Point Change '56-'57 | Point Change '53-'57 |
|---|---|---|---|---|---|---|---|
| 5,000 lbs. or less | 49.53 | 48.37 | 48.02 | 45.56 | 52.60 | +7.04 | +3.07 |
| 5,001-10,000 | 18.57 | 18.34 | 17.52 | 17.21 | 14.67 | —2.54 | —3.90 |
| (Total, 10,000 or less) | (68.10) | (66.71) | (65.54) | (62.77) | (67.27) | (+4.50) | (— .83) |
| 10,001-14,000 | 4.89 | 4.33 | 3.76 | 4.01 | 3.27 | — .74 | —1.62 |
| 14,001-16,000 | 16.20 | 18.10 | 17.35 | 15.89 | 13.19 | —2.70 | —3.01 |
| 16,001-19,500 | 3.96 | 3.87 | 4.90 | 5.43 | 5.70 | + .27 | +1.74 |
| 19,501-26,000 | 3.90 | 3.49 | 3.41 | 4.83 | 4.08 | — .75 | + .18 |
| 26,001 and over | 2.95 | 3.50 | 5.04 | 7.07 | 6.49† | — .58 | +3.54 |
| Total | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | | |

* In 1957 the lightest classification is 6,000 pounds or less, the next heavier classification is 6,001 to 10,000.
† In 1957 the heaviest classification is further broken down to 3.96 percent in 26,001 to 33,000-pound group and 2.53 percent in the 33,001 pounds and over group.

— Compiled from R. L. Polk & Co. data.

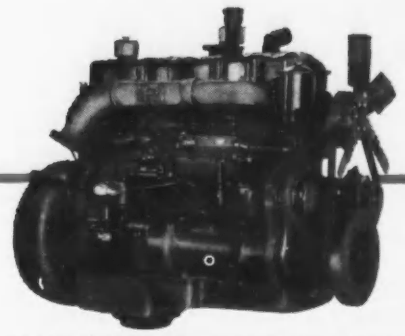
## Estimated Consumption of Fuel and Oil on Farms By Automobiles, Trucks and Tractors in '56

| | GALLONS OF MOTOR FUEL | | | | GALLONS OF MOTOR OIL | | | |
|---|---|---|---|---|---|---|---|---|
| | Automobiles | Trucks | Tractors | TOTAL | Automobiles | Trucks | Tractors | TOTAL |
| Alabama | 41,412,000 | 33,320,000 | 45,356,000 | 120,088,000 | 828,200 | 666,400 | 907,100 | 2,401,700 |
| Arizona | 8,704,000 | 9,225,000 | 15,831,900 | 33,760,900 | 174,100 | 184,500 | 316,600 | 675,200 |
| Arkansas | 31,490,000 | 37,146,000 | 63,271,750 | 131,907,750 | 629,800 | 742,900 | 1,265,400 | 2,638,100 |
| California | 98,956,000 | 61,924,000 | 136,857,600 | 297,737,600 | 1,979,100 | 1,238,500 | 2,737,200 | 5,954,800 |
| Colorado | 25,850,000 | 21,726,000 | 60,996,050 | 108,572,050 | 517,000 | 434,500 | 1,219,900 | 2,171,400 |
| Delaware | 3,003,300 | 2,200,000 | 5,425,640 | 10,628,940 | 60,100 | 44,000 | 108,500 | 212,600 |
| Florida | 25,550,000 | 17,760,000 | 25,796,400 | 69,106,400 | 511,000 | 355,200 | 515,900 | 1,382,100 |
| Georgia | 54,378,000 | 37,599,000 | 70,143,675 | 162,120,675 | 1,087,600 | 752,000 | 1,402,900 | 3,242,500 |
| Idaho | 21,736,000 | 15,093,000 | 40,585,800 | 77,414,800 | 434,700 | 301,900 | 811,700 | 1,548,300 |
| Illinois | 95,067,000 | 36,782,000 | 221,488,800 | 353,337,800 | 1,901,300 | 735,600 | 4,429,800 | 7,066,700 |
| Indiana | 77,922,000 | 30,600,000 | 134,065,400 | 242,587,400 | 1,558,400 | 612,000 | 2,681,300 | 4,851,700 |
| Iowa | 112,000,000 | 33,294,000 | 248,152,500 | 393,446,500 | 2,240,000 | 665,900 | 4,963,100 | 7,869,000 |
| Kansas | 66,944,000 | 46,360,000 | 175,024,800 | 288,328,800 | 1,338,900 | 927,200 | 3,500,500 | 5,766,600 |
| Kentucky | 54,489,000 | 31,376,000 | 47,803,275 | 133,668,275 | 1,089,800 | 627,500 | 956,100 | 2,673,400 |
| Louisiana | 35,072,000 | 29,322,000 | 44,023,950 | 108,417,950 | 701,400 | 586,400 | 880,500 | 2,168,300 |
| Maryland | 17,280,000 | 8,262,800 | 25,428,480 | 50,971,280 | 345,600 | 165,300 | 508,600 | 1,019,500 |
| Michigan | 65,720,000 | 26,828,000 | 102,908,200 | 195,456,200 | 1,314,400 | 536,600 | 2,058,200 | 3,909,200 |
| Minnesota | 87,020,000 | 32,634,000 | 202,929,000 | 322,583,000 | 1,740,400 | 652,700 | 4,058,600 | 6,451,700 |
| Mississippi | 49,770,000 | 47,644,000 | 61,775,000 | 159,189,000 | 995,400 | 952,900 | 1,235,500 | 3,183,800 |
| Missouri | 71,967,000 | 37,336,000 | 136,017,000 | 245,320,000 | 1,439,300 | 746,700 | 2,720,300 | 4,906,300 |
| Montana | 19,773,000 | 17,680,000 | 53,789,600 | 91,242,600 | 395,500 | 353,600 | 1,075,800 | 1,824,900 |
| Nebraska | 64,009,000 | 27,492,000 | 131,680,000 | 223,181,000 | 1,280,200 | 549,800 | 2,633,600 | 4,463,600 |
| Nevada | 2,058,000 | 2,104,000 | 3,266,550 | 7,428,550 | 41,200 | 42,100 | 65,300 | 148,600 |
| New England | 40,075,000 | 26,452,800 | 33,791,120 | 100,318,920 | 801,500 | 529,100 | 675,800 | 2,006,400 |
| New Jersey | 14,210,000 | 9,225,000 | 16,653,900 | 40,088,900 | 284,200 | 184,500 | 333,100 | 801,800 |
| New Mexico | 9,056,000 | 11,572,000 | 12,540,750 | 33,168,750 | 181,100 | 231,400 | 250,800 | 663,300 |
| New York | 55,660,000 | 26,838,000 | 80,681,400 | 163,179,400 | 1,113,200 | 536,800 | 1,613,600 | 3,263,600 |
| North Carolina | 91,200,000 | 42,432,000 | 69,426,000 | 203,058,000 | 1,824,000 | 848,600 | 1,388,500 | 4,061,100 |
| North Dakota | 33,984,000 | 22,960,000 | 131,785,500 | 188,729,500 | 679,700 | 459,200 | 2,635,700 | 3,774,600 |
| Ohio | 93,015,000 | 28,801,000 | 133,677,600 | 255,493,600 | 1,860,300 | 576,000 | 2,673,600 | 5,109,900 |
| Oklahoma | 48,312,000 | 42,136,000 | 96,894,700 | 187,342,700 | 966,200 | 842,700 | 1,937,900 | 3,746,800 |
| Oregon | 30,988,000 | 20,332,000 | 37,699,200 | 89,019,200 | 619,800 | 406,600 | 754,000 | 1,780,400 |
| Pennsylvania | 65,637,000 | 29,550,000 | 86,517,600 | 181,704,600 | 1,312,700 | 591,000 | 1,730,400 | 3,634,100 |
| South Carolina | 43,884,000 | 18,524,000 | 38,687,650 | 101,095,650 | 877,700 | 370,500 | 773,800 | 2,022,000 |
| South Dakota | 35,989,000 | 16,952,000 | 102,691,200 | 155,632,200 | 719,800 | 339,000 | 2,053,800 | 3,112,600 |
| Tennessee | 52,272,000 | 34,086,000 | 49,983,600 | 136,341,600 | 1,045,400 | 681,700 | 999,700 | 2,726,800 |
| Texas | 143,500,000 | 101,000,000 | 279,440,400 | 523,940,400 | 2,870,000 | 2,020,000 | 5,588,800 | 10,478,800 |
| Utah | 11,520,000 | 9,709,000 | 14,247,500 | 35,476,500 | 230,400 | 194,200 | 285,000 | 709,600 |
| Virginia | 47,430,000 | 26,523,000 | 42,904,800 | 116,857,800 | 948,600 | 530,500 | 858,100 | 2,337,200 |
| Washington | 39,064,000 | 24,000,000 | 38,624,600 | 101,688,600 | 781,300 | 480,000 | 772,500 | 2,033,800 |
| West Virginia | 14,580,000 | 11,620,000 | 7,791,375 | 33,991,375 | 291,600 | 232,400 | 155,800 | 679,800 |
| Wisconsin | 78,142,000 | 30,597,000 | 144,281,000 | 253,020,000 | 1,562,800 | 611,900 | 2,885,600 | 5,060,300 |
| Wyoming | 7,351,500 | 7,664,000 | 16,253,400 | 31,268,900 | 147,000 | 153,300 | 325,100 | 625,400 |
| TOTAL | 2,086,039,800 | 1,184,681,600 | 3,487,190,665 | 6,757,912,065 | 41,720,700 | 23,693,600 | 69,744,000 | 135,158,300 |

Source: Estimates prepared by Research Dept., Farm Journal, Inc., from data released by U. S. Dept. of Agriculture, February, 1956, and Farm Implement News—September 10, 1957.

# Again in '57...

# ECONOMY and DEPENDABILITY make MACK first by far in DIESEL TRUCK SALES...



**ECONOMY CHAMP AMONG HEAVY-DUTY TRUCK DIESEL ENGINES**

Here's a major factor in Mack's amazing sales sweep in Diesel-powered trucks—the Mack Thermodyne® Diesel engine. At 170 h.p. (naturally aspirated) and at 205 h.p. (turbocharged), Mack Thermodyne Diesel engines maintain their reputation as the most dependable, longest lived and most economical of all Diesel truck engines. And Mack engines are obtainable *only* in Mack trucks and tractors.

The figures are in for 1957 and they prove it! More than ever, America's truckers are demanding quality, economy and highest earning power . . . and more than ever, they're finding it in Mack Diesel-powered trucks. For Mack in '57 not only sold the most Diesel trucks for the fifth straight year, but Mack captured a record 45.1% of sales*. . . *almost half this hotly contested market . . . and more than double the nearest make.*

This overwhelming preference, year after year . . . this swelling swing to a single make of truck . . . shows beyond doubt that there's no matching Mack for money-making performance . . . for long life . . . and for utmost dependability. See your Mack branch or distributor soon. Mack Trucks, Inc., Plainfield, New Jersey. In Canada: Mack Trucks of Canada, Ltd.

*based on official industry figures

**MACK**
***first name in Diesel truck sales***

**THERE'S A MACK DIESEL TRUCK FOR EVERY IMPORTANT HAULING JOB.** For highway hauling . . . for terminal or freight depot work . . . for construction, road-building or concrete mixer hauling—there are Mack Diesel trucks and tractors: four and six-wheel; C.O.E. and conventional. Whatever you haul . . . wherever you haul it . . . you'll find higher profits and more efficient operations awaiting you at your Mack branch or distributor.

*New Car and Truck Registrations . . .*

# Percentage of Year's Total Sales for Each Month, 1949-1957

## New Passenger Car Registrations in U. S.

| | 1957 Registrations | % of Total | 1956 Registrations | % of Total | 1955 Registrations | % of Total | 1954 Registrations | % of Total | 1953 Registrations | % of Total | 1952 Registrations | % of Total | 1951 Registrations | % of Total | 1950 Registrations | % of Total | 1949 Registrations | % of Total | 9 Yr. Average | Av. % Over 9 Yrs. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| January | 437,320 | 7.31 | 431,648 | 7.25 | 440,024 | 6.14 | 340,698 | 6.15 | 386,221 | 6.73 | 301,379 | 7.25 | 472,766 | 9.34 | 381,562 | 6.03 | 273,161 | 5.65 | 384,975 | 6.87 |
| February | 438,725 | 7.34 | 447,542 | 7.52 | 476,254 | 6.64 | 369,592 | 6.68 | 396,558 | 6.91 | 295,459 | 7.10 | 430,797 | 8.51 | 408,990 | 6.46 | 258,218 | 5.34 | 391,348 | 6.94 |
| March | 572,917 | 9.58 | 545,234 | 9.16 | 636,457 | 8.88 | 480,731 | 8.68 | 486,368 | 8.47 | 322,857 | 7.76 | 512,599 | 10.13 | 495,885 | 7.84 | 360,584 | 7.45 | 490,404 | 8.66 |
| April | 548,546 | 9.17 | 564,272 | 9.48 | 627,636 | 8.75 | 508,102 | 9.18 | 528,110 | 9.20 | 374,288 | 9.00 | 467,313 | 9.23 | 471,215 | 7.45 | 390,932 | 8.08 | 497,824 | 8.84 |
| May | 556,324 | 9.30 | 560,014 | 9.40 | 660,161 | 9.21 | 520,958 | 9.41 | 540,575 | 9.42 | 422,217 | 10.15 | 470,446 | 9.30 | 488,363 | 7.72 | 446,251 | 9.22 | 518,368 | 9.24 |
| June | 517,043 | 8.64 | 539,777 | 9.06 | 679,097 | 9.47 | 596,719 | 10.78 | 542,193 | 9.45 | 423,655 | 10.19 | 454,665 | 8.98 | 583,922 | 9.23 | 432,470 | 8.94 | 529,949 | 9.42 |
| July | 543,264 | 9.08 | 534,997 | 8.98 | 645,391 | 9.00 | 474,316 | 8.57 | 533,783 | 9.30 | 340,454 | 8.19 | 406,333 | 8.03 | 609,926 | 9.64 | 448,477 | 9.27 | 504,104 | 8.90 |
| August | 491,839 | 8.22 | 568,320 | 9.54 | 652,300 | 9.10 | 440,312 | 7.95 | 502,430 | 8.75 | 215,668 | 5.19 | 424,422 | 8.39 | 683,995 | 10.81 | 478,556 | 9.89 | 495,316 | 8.65 |
| September | 495,217 | 8.28 | 421,021 | 7.07 | 651,808 | 9.09 | 407,844 | 7.37 | 453,806 | 7.91 | 318,870 | 7.67 | 406,217 | 8.03 | 625,755 | 9.89 | 459,647 | 9.50 | 471,132 | 8.31 |
| October | 463,795 | 7.75 | 424,414 | 7.13 | 572,640 | 7.99 | 389,352 | 7.04 | 504,697 | 8.80 | 383,385 | 9.22 | 373,162 | 7.37 | 580,373 | 9.17 | 465,765 | 9.63 | 461,954 | 8.23 |
| November | 406,910 | 6.80 | 403,948 | 6.78 | 503,286 | 7.02 | 378,513 | 6.84 | 450,311 | 7.85 | 360,256 | 8.66 | 332,099 | 6.56 | 444,193 | 7.02 | 409,702 | 8.47 | 409,913 | 7.33 |
| December | 510,442 | 8.53 | 514,061 | 8.63 | 624,854 | 8.71 | 628,327 | 11.35 | 413,937 | 7.21 | 399,906 | 9.62 | 310,084 | 6.13 | 552,259 | 8.74 | 414,579 | 8.56 | 485,383 | 8.61 |
| Total | 5,982,342 | 100% | 5,955,248 | 100% | 7,169,908 | 100% | 5,535,464 | 100% | 5,738,989 | 100% | 4,158,394 | 100% | 5,060,903 | 100% | 6,326,438 | 100% | 4,838,342 | 100% | 5,640,670 | 100% |

## New Truck Registrations in U. S.

| | 1957 Registrations | % of Total | 1956 Registrations | % of Total | 1955 Registrations | % of Total | 1954 Registrations | % of Total | 1953 Registrations | % of Total | 1952 Registrations | % of Total | 1951 Registrations | % of Total | 1950 Registrations | % of Total | 1949 Registrations | % of Total | 9 Yr. Average | Av. % Over 9 Yrs. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| January | 56,979 | 6.64 | 66,141 | 7.40 | 62,231 | 6.50 | 60,694 | 7.32 | 72,514 | 7.79 | 59,661 | 7.35 | 88,058 | 8.77 | 67,925 | 5.95 | 66,423 | 6.90 | 66,736 | 7.18 |
| February | 62,129 | 7.24 | 65,478 | 7.32 | 56,204 | 5.87 | 60,843 | 7.34 | 68,616 | 7.37 | 59,285 | 7.30 | 78,581 | 7.83 | 71,698 | 6.28 | 67,537 | 7.02 | 65,597 | 7.06 |
| March | 74,668 | 8.70 | 77,220 | 8.63 | 64,516 | 6.74 | 72,583 | 8.75 | 79,637 | 8.56 | 63,364 | 7.80 | 86,287 | 8.60 | 96,266 | 8.43 | 87,165 | 9.06 | 77,967 | 8.36 |
| April | 75,438 | 8.79 | 82,670 | 9.24 | 79,076 | 8.26 | 75,332 | 9.09 | 91,127 | 9.80 | 73,461 | 9.05 | 84,961 | 8.46 | 92,241 | 8.06 | 78,857 | 8.20 | 81,463 | 8.77 |
| May | 82,269 | 9.59 | 84,997 | 9.50 | 82,081 | 8.58 | 78,197 | 9.43 | 86,346 | 9.28 | 71,690 | 8.83 | 90,627 | 9.03 | 90,786 | 7.95 | 86,375 | 8.98 | 83,708 | 9.02 |
| June | 71,329 | 8.31 | 78,501 | 8.78 | 90,005 | 9.41 | 85,870 | 10.36 | 77,199 | 8.30 | 71,471 | 8.80 | 87,461 | 8.71 | 91,512 | 8.01 | 79,069 | 8.22 | 81,380 | 8.77 |
| July | 79,117 | 9.22 | 78,404 | 8.77 | 84,443 | 8.82 | 65,164 | 7.86 | 76,161 | 8.19 | 72,134 | 8.88 | 84,021 | 8.37 | 117,040 | 10.25 | 76,866 | 7.99 | 81,483 | 8.71 |
| August | 77,053 | 8.98 | 79,831 | 8.93 | 92,019 | 9.62 | 64,001 | 7.72 | 76,642 | 8.24 | 57,786 | 7.12 | 87,646 | 8.73 | 126,533 | 11.08 | 85,539 | 8.89 | 83,006 | 8.81 |
| September | 78,156 | 9.11 | 72,420 | 8.10 | 89,891 | 9.39 | 66,174 | 7.98 | 78,319 | 8.42 | 65,381 | 8.05 | 84,814 | 8.45 | 113,784 | 9.97 | 89,251 | 9.28 | 82,021 | 8.75 |
| October | 76,899 | 8.96 | 76,052 | 8.50 | 87,262 | 9.12 | 69,221 | 8.35 | 82,625 | 8.88 | 77,486 | 9.54 | 92,281 | 9.19 | 101,169 | 8.84 | 86,375 | 8.98 | 83,263 | 8.93 |
| November | 61,888 | 7.21 | 66,983 | 7.49 | 75,540 | 7.89 | 64,123 | 7.73 | 72,467 | 7.79 | 70,431 | 8.67 | 76,517 | 7.62 | 84,167 | 7.37 | 79,699 | 8.29 | 72,423 | 7.78 |
| December | 62,160 | 7.25 | 65,669 | 7.34 | 93,733 | 9.80 | 66,899 | 8.07 | 68,659 | 7.38 | 69,949 | 8.61 | 62,596 | 6.24 | 89,186 | 7.81 | 78,805 | 8.19 | 73,073 | 7.86 |
| Total | 858,085 | 100% | 894,366 | 100% | 957,001 | 100% | 829,101 | 100% | 930,312 | 100% | 812,099 | 100% | 1,003,850 | 100% | 1,142,307 | 100% | 961,961 | 100% | 932,120 | 100% |

## Combined Car and Truck Registrations in U. S.

| | 1957 Registrations | % of Total | 1956 Registrations | % of Total | 1955 Registrations | % of Total | 1954 Registrations | % of Total | 1953 Registrations | % of Total | 1952 Registrations | % of Total | 1951 Registrations | % of Total | 1950 Registrations | % of Total | 1949 Registrations | % of Total | 9 Yr. Average | Av. % Over 9 Yrs. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| January | 494,299 | 7.23 | 497,789 | 7.27 | 502,255 | 6.18 | 401,392 | 6.31 | 458,735 | 6.88 | 361,040 | 7.26 | 560,824 | 9.25 | 449,487 | 6.02 | 339,584 | 5.85 | 451,712 | 6.92 |
| February | 500,854 | 7.32 | 513,020 | 7.49 | 532,458 | 6.55 | 430,435 | 6.76 | 465,174 | 6.97 | 354,744 | 7.14 | 509,378 | 8.40 | 480,688 | 6.44 | 325,755 | 5.62 | 456,945 | 6.97 |
| March | 647,585 | 9.47 | 622,454 | 9.09 | 700,973 | 8.63 | 553,314 | 8.69 | 566,005 | 8.49 | 386,221 | 7.77 | 598,886 | 9.87 | 592,151 | 7.93 | 447,749 | 7.72 | 568,371 | 8.63 |
| April | 623,984 | 9.12 | 646,942 | 9.44 | 706,712 | 8.70 | 583,434 | 9.17 | 619,237 | 9.28 | 447,749 | 9.01 | 552,274 | 9.11 | 563,456 | 7.54 | 469,789 | 8.10 | 579,286 | 8.83 |
| May | 638,593 | 9.34 | 645,011 | 9.42 | 742,242 | 9.13 | 599,155 | 9.41 | 626,921 | 9.40 | 493,907 | 9.94 | 561,073 | 9.25 | 579,149 | 7.75 | 532,626 | 9.18 | 602,075 | 9.20 |
| June | 588,372 | 8.60 | 618,278 | 9.03 | 769,102 | 9.46 | 682,589 | 10.72 | 619,392 | 9.29 | 495,126 | 9.96 | 542,126 | 8.94 | 675,434 | 9.04 | 511,539 | 8.82 | 611,329 | 9.32 |
| July | 622,381 | 9.10 | 613,401 | 8.95 | 729,834 | 8.98 | 539,480 | 8.48 | 609,944 | 9.14 | 412,588 | 8.30 | 490,354 | 8.09 | 726,966 | 9.73 | 525,343 | 9.06 | 585,588 | 8.87 |
| August | 568,892 | 8.32 | 648,151 | 9.46 | 744,319 | 9.16 | 504,313 | 7.92 | 579,072 | 8.68 | 273,454 | 5.50 | 512,068 | 8.44 | 810,528 | 10.85 | 564,095 | 9.73 | 578,321 | 8.67 |
| September | 573,373 | 8.38 | 493,441 | 7.20 | 741,699 | 9.13 | 474,018 | 7.45 | 532,125 | 7.98 | 384,251 | 7.73 | 491,031 | 8.10 | 739,539 | 9.90 | 548,898 | 9.46 | 553,153 | 8.37 |
| October | 540,694 | 7.90 | 500,466 | 7.31 | 659,902 | 8.12 | 458,573 | 7.21 | 587,322 | 8.81 | 460,871 | 9.27 | 465,443 | 7.67 | 681,542 | 9.12 | 552,140 | 9.52 | 545,217 | 8.32 |
| November | 468,798 | 6.85 | 470,931 | 6.88 | 578,826 | 7.12 | 442,636 | 6.96 | 522,778 | 7.84 | 430,687 | 8.66 | 408,616 | 6.74 | 528,360 | 7.09 | 489,401 | 8.44 | 482,337 | 7.40 |
| December | 572,602 | 8.37 | 579,730 | 8.46 | 718,587 | 8.84 | 695,226 | 10.92 | 482,596 | 7.24 | 469,855 | 9.46 | 372,680 | 6.14 | 641,445 | 8.59 | 493,384 | 8.50 | 558,456 | 8.50 |
| Total | 6,840,427 | 100% | 6,849,614 | 100% | 8,126,909 | 100% | 6,364,565 | 100% | 6,669,301 | 100% | 4,970,493 | 100% | 6,064,753 | 100% | 7,468,745 | 100% | 5,800,303 | 100% | 6,572,790 | 100% |

# New Commercial Car Registrations, 1948-1957, Showing Percentage Of Each State to Total Registration

| STATES | 1957 Registrations | % of Total | 1956 Registrations | % of Total | 1955 Registrations | % of Total | 1954 Registrations | % of Total | 1953 Registrations | % of Total | 1952 Registrations | % of Total | 1951 Registrations | % of Total | 1950 Registrations | % of Total | 1949 Registrations | % of Total | 1948 Registrations | % of Total | 10-Year Average | Av. % over 10 Yrs. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Alabama | 17,368 | 2.02 | 18,006 | 2.01 | 21,652 | 2.26 | 17,247 | 2.08 | 19,653 | 2.11 | 17,721 | 2.18 | 23,294 | 2.32 | 25,187 | 2.20 | 21,674 | 2.25 | 22,309 | 2.16 | 20,412 | 2.16 |
| Arizona | 9,680 | 1.13 | 8,272 | .93 | 8,916 | .93 | 7,324 | .88 | 7,160 | .77 | 6,611 | 0.81 | 7,079 | .71 | 6,980 | .61 | 5,744 | .60 | 6,042 | .58 | 7,381 | .88 |
| Arkansas | 13,950 | 1.63 | 15,805 | 1.77 | 16,669 | 1.74 | 16,102 | 1.94 | 18,357 | 1.97 | 16,890 | 2.08 | 20,617 | 2.05 | 24,086 | 2.11 | 21,969 | 2.28 | 18,289 | 1.86 | 18,273 | 1.94 |
| California | 91,990 | 10.72 | 92,374 | 10.33 | 88,376 | 9.23 | 63,966 | 7.72 | 69,345 | 7.45 | 58,661 | 7.22 | 63,284 | 6.30 | 66,685 | 5.84 | 55,036 | 5.72 | 64,009 | 6.18 | 71,373 | 7.67 |
| Colorado | 12,395 | 1.44 | 11,165 | 1.25 | 12,759 | 1.33 | 10,342 | 1.25 | 11,180 | 1.20 | 10,892 | 1.34 | 12,669 | 1.26 | 15,101 | 1.32 | 12,569 | 1.30 | 12,285 | 1.19 | 12,136 | 1.29 |
| Connecticut | 7,800 | .91 | 9,458 | 1.06 | 9,071 | .95 | 7,487 | .90 | 8,214 | .88 | 7,324 | 0.90 | 8,229 | .82 | 9,199 | .81 | 7,212 | .75 | 9,903 | .96 | 8,390 | .89 |
| Delaware | 2,590 | .30 | 2,696 | .30 | 3,449 | .36 | 2,527 | .30 | 2,734 | .29 | 2,383 | 0.29 | 2,748 | .27 | 3,076 | .27 | 2,867 | .30 | 3,238 | .31 | 2,831 | .30 |
| Florida | 27,329 | 3.19 | 27,210 | 3.04 | 28,160 | 2.94 | 22,072 | 2.66 | 23,340 | 2.51 | 19,980 | 2.46 | 22,499 | 2.24 | 24,686 | 2.16 | 19,769 | 2.06 | 19,557 | 1.88 | 23,460 | 2.51 |
| Georgia | 21,664 | 2.53 | 25,233 | 2.82 | 26,879 | 2.81 | 24,601 | 2.98 | 23,441 | 2.52 | 21,464 | 2.64 | 29,549 | 2.94 | 33,464 | 2.93 | 27,354 | 2.84 | 28,207 | 2.73 | 26,186 | 2.77 |
| Idaho | 6,424 | .75 | 6,260 | .70 | 6,849 | .72 | 5,976 | .72 | 7,607 | .82 | 6,612 | 0.81 | 8,036 | .80 | 8,387 | .73 | 8,091 | .84 | 8,258 | .80 | 7,251 | .77 |
| Illinois | 35,460 | 4.13 | 37,191 | 4.16 | 39,786 | 4.16 | 37,376 | 4.51 | 43,436 | 4.67 | 34,479 | 4.25 | 45,205 | 4.50 | 50,681 | 4.44 | 51,130 | 5.32 | 52,646 | 5.09 | 42,739 | 4.52 |
| Indiana | 23,755 | 2.77 | 25,421 | 2.84 | 28,976 | 3.03 | 24,212 | 2.92 | 29,108 | 3.13 | 21,374 | 2.63 | 29,736 | 2.96 | 32,453 | 2.84 | 26,062 | 2.71 | 27,196 | 2.63 | 26,829 | 2.85 |
| Iowa | 14,060 | 1.64 | 13,603 | 1.52 | 16,770 | 1.75 | 18,308 | 2.21 | 20,190 | 2.17 | 15,914 | 1.96 | 22,231 | 2.21 | 27,722 | 2.43 | 25,823 | 2.68 | 26,358 | 2.54 | 20,098 | 2.11 |
| Kansas | 13,319 | 1.55 | 13,534 | 1.51 | 16,616 | 1.74 | 16,371 | 1.97 | 18,277 | 1.96 | 18,108 | 2.23 | 19,522 | 1.94 | 21,599 | 1.89 | 22,234 | 2.31 | 22,246 | 2.15 | 18,183 | 1.92 |
| Kentucky | 14,844 | 1.73 | 15,131 | 1.69 | 16,297 | 1.70 | 15,658 | 1.89 | 18,525 | 1.99 | 15,634 | 1.93 | 18,897 | 1.88 | 24,307 | 2.13 | 21,116 | 2.20 | 22,170 | 2.14 | 18,259 | 1.93 |
| Louisiana | 21,234 | 2.48 | 20,161 | 2.25 | 21,781 | 2.28 | 18,539 | 2.24 | 19,795 | 2.13 | 15,714 | 1.93 | 19,467 | 1.94 | 20,573 | 1.80 | 18,684 | 1.94 | 16,061 | 1.54 | 19,202 | 2.05 |
| Maine | 5,230 | .61 | 6,046 | .68 | 6,198 | .65 | 5,023 | .61 | 5,559 | .60 | 5,216 | 0.64 | 5,624 | .56 | 7,030 | .62 | 6,032 | .63 | 7,497 | .72 | 5,945 | .63 |
| Maryland | 10,548 | 1.23 | 11,293 | 1.26 | 11,267 | 1.18 | 9,881 | 1.19 | 11,199 | 1.20 | 9,586 | 1.18 | 11,187 | 1.11 | 12,547 | 1.10 | 9,954 | 1.03 | 13,267 | 1.28 | 11,073 | 1.18 |
| Massachusetts | 12,318 | 1.44 | 16,869 | 1.89 | 13,879 | 1.45 | 12,530 | 1.52 | 12,291 | 1.32 | 12,974 | 1.60 | 14,697 | 1.46 | 18,279 | 1.60 | 12,698 | 1.32 | 17,878 | 1.73 | 14,442 | 1.53 |
| Michigan | 31,050 | 3.62 | 34,987 | 3.91 | 41,034 | 4.29 | 34,776 | 4.19 | 40,795 | 4.39 | 33,711 | 4.15 | 40,938 | 4.08 | 47,241 | 4.14 | 35,257 | 3.67 | 39,568 | 3.81 | 37,937 | 4.03 |
| Minnesota | 16,393 | 1.91 | 16,579 | 1.85 | 17,526 | 1.83 | 17,223 | 2.08 | 19,054 | 2.05 | 16,404 | 2.02 | 20,044 | 2.00 | 26,554 | 2.32 | 22,555 | 2.34 | 23,996 | 2.31 | 19,634 | 2.07 |
| Mississippi | 14,019 | 1.63 | 16,504 | 1.85 | 19,385 | 2.03 | 18,180 | 2.19 | 18,374 | 1.98 | 16,054 | 1.98 | 20,524 | 2.04 | 21,424 | 1.88 | 18,663 | 1.94 | 18,093 | 1.75 | 18,122 | 1.93 |
| Missouri | 21,557 | 2.51 | 22,910 | 2.56 | 25,674 | 2.68 | 23,498 | 2.83 | 29,067 | 3.13 | 22,502 | 2.78 | 33,461 | 3.33 | 38,586 | 3.37 | 31,915 | 3.32 | 31,611 | 3.04 | 28,086 | 2.96 |
| Montana | 7,162 | .83 | 7,332 | .82 | 8,478 | .89 | 7,201 | .87 | 8,001 | .86 | 7,664 | 0.94 | 8,866 | .88 | 10,102 | .88 | 9,714 | 1.01 | 10,453 | 1.01 | 8,498 | .90 |
| Nebraska | 9,093 | 1.06 | 8,317 | .93 | 11,707 | 1.22 | 11,571 | 1.40 | 13,123 | 1.41 | 13,115 | 1.62 | 16,922 | 1.69 | 18,130 | 1.59 | 17,030 | 1.77 | 16,664 | 1.61 | 13,569 | 1.43 |
| Nevada | 3,044 | .35 | 3,111 | .35 | 2,634 | .27 | 2,161 | .26 | 2,130 | .23 | 1,841 | 0.23 | 1,874 | .19 | 1,781 | .16 | 1,788 | .19 | 1,654 | .16 | 2,203 | .24 |
| New Hampshire | 3,372 | .39 | 3,798 | .42 | 3,282 | .34 | 2,899 | .35 | 2,924 | .31 | 2,711 | 0.33 | 3,249 | .32 | 3,714 | .33 | 3,147 | .33 | 3,838 | .37 | 3,293 | .35 |
| New Jersey | 21,923 | 2.55 | 22,464 | 2.51 | 22,826 | 2.38 | 21,047 | 2.54 | 23,500 | 2.53 | 18,783 | 2.31 | 24,870 | 2.48 | 27,549 | 2.42 | 23,158 | 2.41 | 25,219 | 2.44 | 23,134 | 2.46 |
| New Mexico | 10,088 | 1.18 | 8,480 | .95 | 8,597 | .90 | 7,059 | .85 | 6,428 | .69 | 5,885 | 0.72 | 6,501 | .65 | 8,797 | .77 | 7,446 | .77 | 6,082 | .58 | 7,536 | .81 |
| New York | 46,229 | 5.39 | 49,602 | 5.55 | 50,720 | 5.30 | 41,352 | 4.99 | 47,704 | 5.13 | 41,788 | 5.15 | 49,840 | 4.96 | 57,800 | 5.06 | 47,784 | 4.97 | 62,446 | 6.03 | 49,527 | 5.25 |
| North Carolina | 21,065 | 2.46 | 23,118 | 2.59 | 25,181 | 2.63 | 22,130 | 2.67 | 26,685 | 2.87 | 23,696 | 2.92 | 29,093 | 2.90 | 31,904 | 2.79 | 27,551 | 2.86 | 28,054 | 2.70 | 25,848 | 2.74 |
| North Dakota | 5,182 | .60 | 4,818 | .54 | 5,021 | .52 | 5,221 | .63 | 6,128 | .66 | 5,932 | 0.73 | 7,252 | .72 | 7,632 | .67 | 9,690 | 1.01 | 8,283 | .80 | 6,516 | .69 |
| Ohio | 36,662 | 4.27 | 38,921 | 4.35 | 42,315 | 4.42 | 35,857 | 4.32 | 42,510 | 4.57 | 36,090 | 4.44 | 45,467 | 4.53 | 52,741 | 4.62 | 39,886 | 4.15 | 47,755 | 4.61 | 41,820 | 4.43 |
| Oklahoma | 17,698 | 2.06 | 17,266 | 1.93 | 20,205 | 2.11 | 18,656 | 2.25 | 22,257 | 2.39 | 18,750 | 2.31 | 22,270 | 2.22 | 27,332 | 2.39 | 23,677 | 2.46 | 22,544 | 2.18 | 21,066 | 2.23 |
| Oregon | 13,481 | 1.57 | 15,369 | 1.72 | 15,859 | 1.66 | 11,941 | 1.44 | 13,415 | 1.44 | 12,712 | 1.57 | 14,636 | 1.46 | 15,223 | 1.33 | 12,865 | 1.34 | 15,560 | 1.50 | 14,106 | 1.50 |
| Pennsylvania | 40,336 | 4.70 | 43,689 | 4.88 | 45,452 | 4.75 | 38,654 | 4.66 | 47,965 | 5.16 | 40,949 | 5.04 | 53,383 | 5.33 | 61,473 | 5.38 | 46,306 | 4.81 | 60,271 | 5.82 | 47,848 | 5.05 |
| Rhode Island | 3,203 | .37 | 3,103 | .35 | 3,155 | .33 | 2,444 | .29 | 2,662 | .29 | 2,384 | 0.29 | 2,926 | .29 | 3,825 | .33 | 3,479 | .36 | 4,600 | .44 | 3,178 | .33 |
| South Carolina | 8,881 | 1.03 | 10,102 | 1.13 | 10,113 | 1.06 | 9,832 | 1.19 | 12,397 | 1.33 | 12,151 | 1.50 | 14,794 | 1.47 | 13,922 | 1.22 | 12,148 | 1.26 | 12,536 | 1.21 | 11,688 | 1.24 |
| South Dakota | 5,127 | .60 | 4,788 | .54 | 5,131 | .54 | 4,908 | .59 | 5,465 | .59 | 5,485 | 0.68 | 6,980 | .70 | 7,522 | .66 | 8,074 | .84 | 7,872 | .76 | 6,135 | .65 |
| Tennessee | 15,826 | 1.85 | 17,293 | 1.93 | 18,736 | 1.96 | 18,258 | 2.20 | 20,881 | 2.24 | 18,117 | 2.23 | 21,854 | 2.18 | 33,279 | 2.91 | 26,682 | 2.77 | 26,756 | 2.58 | 21,764 | 2.28 |
| Texas | 72,364 | 8.43 | 70,443 | 7.88 | 80,756 | 8.44 | 72,059 | 8.69 | 74,857 | 8.05 | 68,793 | 8.48 | 88,701 | 8.84 | 99,053 | 8.67 | 71,650 | 7.45 | 67,737 | 6.54 | 76,642 | 8.15 |
| Utah | 5,486 | .64 | 5,295 | .59 | 5,541 | .58 | 4,429 | .53 | 4,748 | .51 | 4,944 | 0.61 | 5,743 | .58 | 6,263 | .55 | 5,756 | .60 | 5,968 | .58 | 5,417 | .58 |
| Vermont | 2,960 | .34 | 3,312 | .37 | 3,030 | .32 | 2,514 | .30 | 2,705 | .29 | 2,527 | 0.31 | 2,693 | .27 | 3,001 | .26 | 3,458 | .36 | 4,294 | .41 | 3,049 | .32 |
| Virginia | 18,101 | 2.11 | 19,304 | 2.16 | 20,272 | 2.12 | 17,373 | 2.10 | 17,685 | 1.90 | 18,315 | 2.26 | 22,082 | 2.20 | 24,541 | 2.15 | 21,648 | 2.25 | 23,530 | 2.27 | 20,285 | 2.15 |
| Washington | 14,082 | 1.64 | 15,398 | 1.72 | 15,770 | 1.65 | 12,480 | 1.50 | 13,718 | 1.47 | 11,632 | 1.43 | 14,141 | 1.41 | 15,201 | 1.33 | 14,048 | 1.46 | 18,054 | 1.74 | 14,452 | 1.54 |
| West Virginia | 9,224 | 1.08 | 9,414 | 1.05 | 9,936 | 1.04 | 7,130 | .86 | 9,724 | 1.05 | 7,929 | 0.98 | 11,052 | 1.10 | 11,558 | 1.01 | 10,451 | 1.09 | 12,082 | 1.17 | 9,850 | 1.04 |
| Wisconsin | 15,777 | 1.84 | 16,448 | 1.84 | 16,969 | 1.77 | 16,329 | 1.97 | 18,794 | 2.02 | 16,745 | 2.06 | 21,185 | 2.12 | 25,076 | 2.19 | 22,596 | 2.35 | 23,398 | 2.25 | 19,333 | 2.04 |
| Wyoming | 4,414 | .52 | 4,048 | .45 | 4,740 | .49 | 4,190 | .51 | 4,477 | .48 | 4,440 | 0.55 | 5,069 | .50 | 5,932 | .52 | 4,567 | .47 | 4,853 | .47 | 4,673 | .50 |
| Dist. of Col. | 2,328 | .27 | 2,426 | .27 | 2,606 | .27 | 2,187 | .26 | 2,728 | .29 | 2,433 | 0.30 | 2,870 | .29 | 3,109 | .27 | 2,954 | .31 | 3,987 | .39 | 2,754 | .29 |
| TOTAL | 858,085 | 100% | 894,366 | 100% | 957,001 | 100% | 829,101 | 100% | 930,312 | 100% | 812,099 | 100% | 1,003,850 | 100% | 1,142,307 | 100% | 961,961 | 100% | 1,036,174 | 100% | 942,426 | 100% |

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**Payments based on Suggested East Coast Port of Entry price equipped with radio and Weather Eye Heater, including finance charges at 6% on a 36-month contract, 1/3 down. Does not include freight, insurance or state and local taxes.

# New Passenger Car Sales by Makes in

| | NEW ENGLAND | | | | | | MIDDLE ATLANTIC | | | SOUTH ATLANTIC STATES | | | | | | | | | EAST NORTH CENTRAL | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Standing | Maine | New Hampshire | Vermont | Massachusetts | Rhode Island | Connecticut | New York | New Jersey | Pennsylvania | Delaware | Maryland | District of Columbia | Virginia | West Virginia | South Carolina | North Carolina | Georgia | Florida | Ohio | Illinois | Indiana | Michigan | Wisconsin |
| 1 | Chev. 6485 | Chev. 4519 | Chev. 3313 | Ford 33861 | Ford 6196 | Ford 20307 | Ford 116559 | Ford 48453 | Chev. 85933 | Chev. 4843 | Chev. 26138 | Chev. 5617 | Chev. 30206 | Chev. 14257 | Ford 14060 | Ford 29577 | Ford 32622 | Chev. 49546 | Ford 94616 | Chev. 100273 | Ford 46705 | Ford 94584 | Ford 34357 |
| 2 | Ford 6398 | Ford 4096 | Ford 3229 | Chev. 31384 | Chev. 4774 | Chev. 18045 | Chev. 113782 | Chev. 47159 | Ford 77320 | Ford 4634 | Ford 23684 | Ford 5326 | Ford 30149 | Ford 14048 | Chev. 12661 | Chev. 25751 | Chev. 30401 | Ford 47666 | Chev. 84560 | Ford 95814 | Chev. 43065 | Chev. 80443 | Chev. 32324 |
| 3 | Plym. 2676 | Plym. 1781 | Plym. 1179 | Plym. 15317 | Plym. 2573 | Plym. 9746 | Plym. 60473 | Plym. 27056 | Plym. 48806 | Plym. 2305 | Plym. 13504 | Plym. 2801 | Plym. 11997 | Plym. 5544 | Plym. 4436 | Plym. 8571 | Plym. 8099 | Plym. 17470 | Plym. 41625 | Plym. 38050 | Plym. 18161 | Plym. 39811 | Buick 10905 |
| 4 | Buick 1705 | Pont. 1073 | Buick 907 | Olds. 10804 | Olds. 1497 | Pont. 5224 | Olds. 37879 | Olds. 13773 | Buick 26469 | Pont. 1323 | Pont. 5969 | Olds. 1629 | Pont. 7422 | Buick 3759 | Buick 3959 | Buick 7273 | Buick 6734 | Buick 12150 | Buick 27773 | Buick 30079 | Buick 15074 | Buick 24417 | Plym. 10286 |
| 5 | Pont. 1554 | Buick 969 | Pont. 728 | Buick 9314 | Buick 1254 | Buick 5145 | Buick 36349 | Buick 13680 | Olds. 22319 | Buick 1142 | Olds. 5832 | Pont. 1592 | Buick 7239 | Pont. 3205 | Olds. 2620 | Olds. 6186 | Pont. 6524 | Olds. 10777 | Olds. 24217 | Olds. 28200 | Olds. 12782 | Olds. 22072 | Olds. 9442 |
| 6 | Olds. 1261 | Olds. 905 | Olds. 625 | Pont. 7746 | Pont. 1043 | Olds. 5072 | Dodge 29726 | Dodge 12343 | Pont. 20823 | Olds. 1134 | Buick 5353 | Buick 1244 | Olds. 5860 | Olds. 2804 | Pont. 2527 | Pont. 5446 | Olds. 6183 | Pont. 7533 | Pont. 22243 | Pont. 22481 | Pont. 10438 | Pont. 19172 | Pont. 7120 |
| 7 | Merc. 1111 | Dodge 818 | Dodge 523 | Dodge 6135 | Dodge 934 | Dodge 4632 | Pont. 29427 | Pont. 11308 | Dodge 20710 | Merc. 908 | Dodge 5298 | Dodge 1218 | Merc. 5101 | Dodge 2734 | Merc. 1852 | Merc. 3718 | Merc. 4003 | Merc. 7527 | Dodge 21310 | Merc. 16789 | Merc. 7988 | Merc. 18924 | Dodge 5913 |
| 8 | Dodge 1031 | Merc. 725 | Merc. 488 | Merc. 5819 | Ramb. 745 | Merc. 3113 | Merc. 24553 | Merc. 9015 | Merc. 17013 | Dodge 795 | Merc. 3708 | Merc. 1023 | Dodge 4228 | Merc. 2643 | Dodge 1312 | Dodge 3240 | Dodge 3376 | Dodge 6674 | Merc. 18755 | Dodge 13624 | Dodge 7547 | Dodge 17476 | Merc. 5791 |
| 9 | Ramb. 893 | Ramb. 649 | Ramb. 463 | Ramb. 4433 | Merc. 688 | Cad. 2169 | Cad. 15501 | Cad. 6826 | DeSot. 9290 | Cad. 484 | Chry. 1879 | Cad. 752 | Cad. 2072 | Chry. 938 | Cad. 879 | Cad. 1964 | Cad. 1981 | Cad. 6469 | Cad. 8052 | Cad. 10925 | Stude. 4267 | Cad. 10326 | Ramb. 5336 |
| 10 | Cad. 475 | Stude. 338 | Stude. 236 | Cad. 3267 | Cad. 624 | Ramb. 2131 | Chry. 14725 | Chry. 6557 | Chry. 8969 | Chry. 377 | Cad. 1797 | Chry. 501 | DeSot. 1908 | Stude. 858 | DeSot. 616 | Chry. 1523 | Chry. 1288 | DeSot. 2488 | DeSot. 7761 | Ramb. 7874 | Cad. 3923 | DeSot. 7628 | Cad. 2812 |
| 11 | Stude. 442 | Cad. 320 | Cad. 228 | DeSot. 2954 | Chry. 462 | Chry. 1847 | DeSot. 13029 | DeSot. 6460 | Cad. 8703 | DeSot. 285 | DeSot. 1545 | DeSot. 492 | Chry. 1749 | DeSot. 846 | Chry. 581 | DeSot. 1435 | DeSot. 979 | Chry. 2430 | Chry. 7293 | Chry. 7411 | DeSot. 3333 | Chry. 5774 | DeSot. 2162 |
| 12 | DeSot. 420 | DeSot. 270 | Chry. 202 | Chry. 2869 | DeSot. 431 | DeSot. 1592 | Ramb. 8747 | Ramb. 3162 | Ramb. 5686 | Stude. 170 | Ramb. 1006 | Ramb. 264 | Ramb. 1466 | Cad. 737 | Stude. 385 | Ramb. 1026 | Stude. 834 | Ramb. 2393 | Ramb. 4458 | DeSot. 6326 | Chry. 3111 | Ramb. 5716 | Chry. 2127 |
| 13 | Chry. 308 | Chry. 258 | DeSot. 129 | Stude. 1068 | Stude. 208 | Stude. 1075 | Stude. 5654 | Stude. 2648 | Stude. 4837 | Ramb. 136 | Stude. 954 | Linc. 183 | Stude. 1163 | Ramb. 621 | Ramb. 339 | Stude. 964 | Ramb. 795 | Linc. 1599 | Stude. 3630 | Stude. 4678 | Ramb. 2611 | Linc. 2979 | Stude. 1635 |
| 14 | Linc. 143 | Linc. 104 | Metr. 59 | Linc. 959 | Imp. 170 | Linc. 616 | Imp. 4275 | Imp. 2062 | Imp. 2441 | Linc. 135 | Imp. 480 | Imp. 173 | Linc. 492 | Edsel 263 | Edsel 166 | Linc. 395 | Linc. 426 | Imp. 1332 | Linc. 2111 | Linc. 2760 | Linc. 998 | Stude. 2709 | Linc. 674 |
| 15 | Metr. 73 | Edsel 72 | Nash 49 | Imp. 869 | Linc. 150 | Imp. 558 | Linc. 3802 | Linc. 1607 | Linc. 2049 | Imp. 85 | Linc. 393 | Stude. 139 | Imp. 446 | Imp. 233 | Linc. 134 | Edsel 356 | Imp. 323 | Stude. 1285 | Imp. 2039 | Imp. 2267 | Edsel 969 | Edsel 2364 | Nash 642 |
| 16 | Imp. 72 | Imp. 56 | Linc. 44 | Edsel 479 | Edsel 124 | Edsel 432 | Edsel 2127 | Edsel 967 | Edsel 1317 | Edsel 52 | Edsel 346 | Edsel 68 | Edsel 416 | Linc. 190 | Imp. 116 | Imp. 315 | Edsel 320 | Edsel 814 | Edsel 1960 | Edsel 1564 | Imp. 944 | Imp. 1894 | Edsel 598 |
| 17 | Edsel 71 | Metr. 55 | Imp. 37 | Metr. 320 | Nash 98 | Metr. 264 | Metr. 1017 | Metr. 407 | Nash 744 | Metr. 18 | Metr. 177 | Metr. 65 | Metr. 253 | Pack. 112 | Metr. 94 | Metr. 164 | Metr. 169 | Metr. 675 | Metr. 632 | Nash 873 | Nash 351 | Metr. 725 | Imp. 576 |
| 18 | Nash 71 | Nash 53 | Edsel 28 | Nash 295 | Metr. 64 | Nash 196 | Nash 734 | Pack. 257 | Metr. 518 | Nash 18 | Nash 125 | Hud. 25 | Nash 155 | Nash 86 | Nash 40 | Nash 111 | Nash 123 | Nash 170 | Nash 549 | Pack. 387 | Pack. 251 | Nash 438 | Hud. 276 |
| 19 | Hud. 48 | Hud. 21 | Hud. 19 | Hud. 163 | Hud. 44 | Pack. 92 | Pack. 510 | Nash 248 | Pack. 515 | Pack. 13 | Pack. 111 | Pack. 25 | Pack. 127 | Metr. 59 | Pack. 21 | Pack. 75 | Pack. 68 | Hud. 160 | Pack. 355 | Metr. 341 | Metr. 181 | Cont. 291 | Pack. 138 |
| 20 | Pack. 25 | Pack. 12 | Pack. 12 | Pack. 110 | Pack. 28 | Hud. 67 | Hud. 410 | Hud. 148 | Hud. 488 | Hud. 11 | Hud. 107 | Nash 20 | Hud. 65 | Hud. 33 | Hud. 9 | Hud. 41 | Cont. 27 | Cont. 125 | Hud. 301 | Hud. 235 | Hud. 142 | Hud. 188 | Metr. 130 |
| 21 | Cont. 4 | Cont. 5 | Cont. 9 | Cont. 44 | Cont. 10 | Cont. 48 | Cont. 299 | Cont. 128 | Cont. 124 | Cont. 3 | Cont. 17 | Cont. 15 | Cont. 33 | Cont. 12 | Cont. 8 | Cont. 25 | Hud. 18 | Pack. 117 | Cont. 151 | Cont. 179 | Cont. 67 | Pack. 166 | Cont. 39 |

# New Passenger Car Sales by Months in

**All adjustments made throughout the year have been incorporated in each month of these final figures. Compiled by Automotive News from R. L. Polk & Co. statistics.**

| | NEW ENGLAND | | | | | | MIDDLE ATLANTIC | | | SOUTH ATLANTIC | | | | | | | | | EAST NORTH CENTRAL | | | | | EAST SOUTH CENTRAL | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MONTH | Connecticut | Maine | Massachusetts | New Hampshire | Rhode Island | Vermont | New Jersey | New York | Pennsylvania | Delaware | Dist. of Col. | Florida | Georgia | Maryland | North Carolina | South Carolina | Virginia | West Virginia | Illinois | Indiana | Michigan | Ohio | Wisconsin | Alabama | Kentucky | Mississippi | Tennessee |
| January | 6059 | 1778 | 7964 | 1087 | 1903 | 775 | 17795 | 19087 | 28012 | 1276 | 2038 | 15654 | 10506 | 7564 | 8228 | 5001 | 9261 | 3845 | 35957 | 12615 | 26963 | 29776 | 7984 | 5240 | 4613 | 3603 | 7489 |
| February | 5253 | 1047 | 11899 | 484 | 1753 | 447 | 17073 | 25417 | 26556 | 1539 | 1714 | 14573 | 10477 | 7739 | 7896 | 4097 | 8747 | 3787 | 33699 | 10606 | 30099 | 30801 | 10199 | 5642 | 6464 | 4188 | 6931 |
| March | 6588 | 1931 | 13544 | 1695 | 1605 | 1229 | 21062 | 72986 | 29675 | 2460 | 2283 | 18009 | 9349 | 9263 | 8748 | 4224 | 8685 | 4573 | 39476 | 14291 | 35450 | 39500 | 12328 | 6845 | 5381 | 4258 | 10006 |
| April | 9034 | 2323 | 16111 | 2483 | 2600 | 1328 | 21494 | 54450 | 36134 | 1659 | 2714 | 17544 | 6245 | 9892 | 7936 | 3824 | 10592 | 5249 | 40201 | 16101 | 33180 | 34050 | 13119 | 8812 | 6763 | 4062 | 8181 |
| May | 9203 | 3012 | 14558 | 1896 | 2316 | 1660 | 20318 | 59645 | 32546 | 1563 | 2190 | 14244 | 16241 | 10440 | 8383 | 4091 | 11482 | 5420 | 37223 | 21281 | 32952 | 35586 | 13420 | 7706 | 6752 | 3826 | 7988 |
| June | 8169 | 3610 | 12581 | 1756 | 1955 | 1715 | 18330 | 56083 | 33826 | 2118 | 1952 | 14834 | 9464 | 8142 | 7683 | 3263 | 10309 | 5548 | 31941 | 16555 | 32083 | 33024 | 11394 | 5525 | 6518 | 3743 | 6771 |
| July | 8238 | 2585 | 14524 | 1590 | 2247 | 1363 | 19046 | 51803 | 39593 | 1694 | 2222 | 16029 | 9231 | 8405 | 8434 | 4229 | 9743 | 5704 | 33526 | 18557 | 30193 | 33407 | 11476 | 8111 | 7215 | 4026 | 6720 |
| August | 7488 | 2247 | 12660 | 1619 | 1949 | 995 | 17151 | 45612 | 32291 | 1470 | 1971 | 13468 | 8814 | 8953 | 7988 | 4300 | 10548 | 4448 | 27846 | 15627 | 29363 | 32235 | 10591 | 6827 | 6306 | 4510 | 7204 |
| September | 6784 | 3131 | 12246 | 1626 | 1999 | 1118 | 17674 | 44725 | 29592 | 1534 | 1870 | 17552 | 8567 | 8437 | 8928 | 3494 | 9763 | 4743 | 29455 | 17250 | 32251 | 30563 | 10436 | 5078 | 6401 | 4503 | 6528 |
| October | 8509 | 1881 | 11323 | 1465 | 1995 | 1029 | 16612 | 41758 | 30545 | 1273 | 1630 | 15507 | 7371 | 8522 | 8867 | 3505 | 9467 | 4581 | 28401 | 15319 | 24927 | 27687 | 10449 | 6332 | 4671 | 2793 | 6188 |
| November | 6523 | 1749 | 9422 | 996 | 1561 | 810 | 16016 | 34713 | 24437 | 1214 | 1824 | 13141 | 7082 | 6331 | 7114 | 3511 | 8276 | 3630 | 21718 | 12787 | 25980 | 25333 | 9033 | 3873 | 4620 | 3068 | 6545 |
| December | 6187 | 1222 | 7935 | 1512 | 1447 | 944 | 18871 | 38288 | 31258 | 1466 | 1920 | 20543 | 4536 | 7436 | 9288 | 4222 | 9250 | 3441 | 39080 | 14409 | 32372 | 28938 | 15269 | 11547 | 7430 | 3025 | 8656 |
| TOTAL | 88035 | 26516 | 144767 | 18209 | 23330 | 13413 | 221442 | 544567 | 374465 | 19266 | 24328 | 191098 | 107883 | 101124 | 99493 | 47761 | 116123 | 54969 | 398523 | 185398 | 365813 | 380900 | 135698 | 81538 | 73134 | 45605 | 89207 |
| PERCENT | 1.47 | .44 | 2.42 | .31 | .39 | .22 | 3.70 | 9.10 | 6.26 | .32 | .41 | 3.20 | 1.80 | 1.69 | 1.66 | .80 | 1.94 | .92 | 6.66 | 3.10 | 6.12 | 6.37 | 2.27 | 1.36 | 1.22 | .76 | 1.49 |

# States and Geographical Divisions in 1957

| Standing | EAST SOUTH CENTRAL | | | | WEST NORTH CENTRAL | | | | | | | WEST SOUTH CENTRAL | | | | MOUNTAIN STATES | | | | | | | | PACIFIC STATES | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Kentucky | Tennessee | Alabama | Mississippi | Minnesota | Iowa | Missouri | North Dakota | South Dakota | Nebraska | Kansas | Arkansas | Louisiana | Oklahoma | Texas | Montana | Idaho | Wyoming | Colorado | New Mexico | Arizona | Utah | Nevada | Washington | Oregon | California |
| 1 | Chev. 21088 | Ford 25439 | Chev. 24175 | Chev. 14183 | Ford 32322 | Chev. 23541 | Chev. 41054 | Ford 6569 | Ford 6016 | Ford 12983 | Chev. 22597 | Ford 12385 | Chev. 29823 | Ford 20342 | Chev. 101668 | Chev. 5696 | Chev. 4424 | Chev. 3167 | Chev. 13642 | Chev. 7490 | Ford 9313 | Ford 5900 | Ford 2515 | Ford 18445 | Chev. 16082 | Ford 145168 |
| 2 | Ford 19630 | Chev. 24591 | Ford 22797 | Ford 13048 | Chev. 30272 | Ford 22760 | Ford 37165 | Chev. 6527 | Chev. 5821 | Chev. 12416 | Ford 20875 | Chev. 11700 | Ford 28537 | Chev. 20065 | Ford 99456 | Ford 5427 | Ford 4098 | Ford 2902 | Ford 13609 | Ford 6733 | Chev. 9185 | Chev. 5148 | Chev. 2154 | Chev. 18293 | Ford 14922 | Chev. 126207 |
| 3 | Plym. 6676 | Plym. 7670 | Plym. 6370 | Plym. 3517 | Plym. 11553 | Plym. 7908 | Plym. 15250 | Plym. 1948 | Plym. 1740 | Plym. 3758 | Plym. 6845 | Plym. 3660 | Plym. 7866 | Plym. 6178 | Plym. 31663 | Plym. 2120 | Plym. 1820 | Buick 1028 | Plym. 5478 | Plym. 2083 | Plym. 3064 | Plym. 2278 | Plym. 878 | Plym. 6171 | Plym. 4946 | Plym. 50851 |
| 4 | Buick 5530 | Buick 6829 | Buick 5944 | Buick 3170 | Olds. 8571 | Buick 6164 | Olds. 8590 | Olds. 1403 | Buick 1315 | Buick 3231 | Buick 5446 | Buick 2478 | Olds. 6256 | Olds. 4830 | Olds. 23870 | Buick 1586 | Buick 1582 | Plym. 945 | Buick 3245 | Buick 1674 | Olds. 2129 | Olds. 1657 | Olds. 732 | Buick 4030 | Buick 3678 | Olds. 30537 |
| 5 | Olds. 4916 | Olds. 5233 | Olds. 4621 | Olds. 2720 | Buick 8518 | Olds. 5293 | Buick 8577 | Buick 1196 | Olds. 1183 | Olds. 2525 | Olds. 5139 | Olds. 2375 | Pont. 6116 | Buick 4756 | Buick 23165 | Olds. 1453 | Pont. 1221 | Olds. 885 | Olds. 3173 | Pont. 1652 | Buick 1991 | Buick 1647 | Pont. 683 | Pont. 3629 | Olds. 3336 | Buick 28864 |
| 6 | Pont. 3972 | Pont. 4936 | Pont. 3903 | Pont. 2695 | Pont. 6100 | Pont. 4718 | Pont. 7766 | Dodge 1009 | Pont. 978 | Merc. 2191 | Pont. 4513 | Merc. 2195 | Buick 5428 | Pont. 3988 | Pont. 18004 | Dodge 1176 | Olds. 1193 | Pont. 704 | Pont. 2755 | Olds. 1644 | Pont. 1834 | Pont. 1384 | Merc. 629 | Olds. 3459 | Pont. 3285 | Pont. 26666 |
| 7 | Merc. 3204 | Merc. 3717 | Merc. 3447 | Merc. 1766 | Merc. 5486 | Merc. 3990 | Merc. 5566 | Merc. 984 | Dodge 847 | Pont. 2153 | Merc. 3736 | Pont. 2194 | Merc. 4101 | Merc. 3253 | Merc. 14895 | Pont. 1068 | Merc. 945 | Merc. 656 | Merc. 2726 | Merc. 1220 | Merc. 1637 | Merc. 1340 | Buick 588 | Dodge 3229 | Merc. 2734 | Merc. 24382 |
| 8 | Dodge 2415 | Dodge 3284 | Dodge 2548 | Dodge 1165 | Dodge 5000 | Dodge 3446 | Dodge 5312 | Pont. 881 | Merc. 838 | Dodge 1345 | Dodge 3093 | Dodge 1777 | Dodge 2930 | Dodge 2309 | Dodge 10732 | Merc. 1041 | Dodge 945 | Dodge 453 | Dodge 2439 | Dodge 1094 | Dodge 1106 | Dodge 966 | Dodge 366 | Merc. 2644 | Dodge 2605 | Dodge 24300 |
| 9 | Cad. 1112 | Cad. 1474 | Cad. 1238 | Cad. 741 | Ramb. 2651 | Cad. 1486 | Cad. 2814 | Ramb. 515 | Ramb. 497 | Cad. 823 | Cad. 1546 | Cad. 715 | Cad. 1690 | Cad. 1557 | Cad. 7511 | Ramb. 677 | Ramb. 673 | Cad. 300 | Ramb. 1288 | Cad. 561 | Cad. 918 | DeSot. 582 | Cad. 335 | Ramb. 2199 | Ramb. 1618 | Cad. 17314 |
| 10 | Chry. 882 | DeSot. 1136 | Chry. 1085 | Stud. 486 | Cad. 2112 | Chry. 1301 | DeSot. 2311 | Chry. 447 | Stud. 347 | Chry. 608 | Ramb. 1284 | DeSot. 418 | Chry. 1102 | DeSot. 897 | Chry. 4581 | Cad. 557 | Cad. 488 | DeSot. 213 | Cad. 1140 | Chry. 479 | Ramb. 570 | Cad. 555 | Chry. 213 | Cad. 1165 | DeSot. 1157 | Chry. 9999 |
| 11 | DeSot. 839 | Chry. 983 | DeSot. 851 | DeSot. 481 | Chry. 2028 | Ramb. 1293 | Chry. 1754 | DeSot. 358 | Cad. 312 | Ramb. 582 | DeSot. 1195 | Stud. 396 | DeSot 1057 | Ramb. 890 | DeSot. 4155 | Chry. 404 | DeSot. 365 | Ramb. 210 | Chry. 937 | DeSot. 426 | Chry. 526 | Chry. 460 | DeSot. 212 | DeSot. 1090 | Cad. 1150 | DeSot. 8617 |
| 12 | Ramb. 567 | Ramb. 901 | Ramb. 753 | Chry. 457 | DeSot. 1971 | DeSot. 1199 | Ramb. 1661 | Stud. 314 | Chry. 298 | Stud. 511 | Chry. 1159 | Ramb. 380 | Stud. 727 | Chry. 724 | Ramb. 2588 | Stud. 393 | Stud. 362 | Chry. 179 | DeSot. 708 | Ramb. 356 | Stud. 419 | Ramb. 411 | Stud. 205 | Chry. 1060 | Stud. 943 | Ramb. 7103 |
| 13 | Stud. 517 | Stud. 716 | Stud. 491 | Ramb. 188 | Stud. 1795 | Stud. 1028 | Stud. 1597 | Cad. 309 | DeSot. 277 | DeSot. 402 | Stud. 896 | Chry. 369 | Ramb. 603 | Stud. 711 | Stud. 2483 | DeSot. 324 | Chry. 333 | Stud. 119 | Stud. 617 | Stud. 319 | DeSot. 355 | Stud. 266 | Linc. 130 | Stud. 959 | Chry. 889 | Stud. 4771 |
| 14 | Edsel 389 | Edsel 393 | Edsel 319 | Imp. 141 | Edsel 621 | Edsel 430 | Linc. 591 | Edsel 126 | Linc. 86 | Edsel 223 | Edsel 387 | Linc. 154 | Edsel 436 | Imp. 270 | Imp. 1761 | Imp. 152 | Linc. 128 | Edsel 102 | Edsel 364 | Linc. 151 | Linc. 247 | Linc. 171 | Imp. 93 | Linc. 409 | Edsel 398 | Linc. 4364 |
| 15 | Imp. 227 | Linc. 308 | Linc. 292 | Linc. 137 | Linc. 610 | Linc. 356 | Imp. 562 | Linc. 113 | Edsel 65 | Imp. 189 | Linc. 320 | Imp. 104 | Imp. 383 | Linc. 265 | Edsel 1361 | Edsel 127 | Edsel 123 | Linc. 97 | Linc. 350 | Edsel 150 | Edsel 244 | Imp. 147 | Ramb. 61 | Metr. 395 | Linc. 394 | Imp. 4126 |
| 16 | Linc. 225 | Imp. 296 | Imp. 286 | Edsel 128 | Imp. 465 | Imp. 271 | Edsel 419 | Imp. 93 | Nash 57 | Linc. 167 | Imp. 261 | Edsel 97 | Linc. 380 | Edsel 255 | Linc. 1300 | Linc. 120 | Imp. 106 | Imp. 55 | Imp. 284 | Imp. 125 | Imp. 205 | Edsel 103 | Edsel 48 | Edsel 364 | Imp. 284 | Edsel 3136 |
| 17 | Metr. 78 | Metr. 109 | Metr. 121 | Metr. 27 | Nash 341 | Nash 177 | Nash 209 | Nash 75 | Imp. 55 | Nash 81 | Nash 179 | Nash 41 | Metr. 172 | Metr. 93 | Metr. 480 | Metr. 46 | Metr. 46 | Nash 30 | Metr. 163 | Metr. 60 | Metr. 101 | Nash 41 | Metr. 26 | Imp. 313 | Metr. 241 | Metr. 2714 |
| 18 | Nash 53 | Nash 107 | Nash 109 | Nash 27 | Pack. 119 | Hud. 107 | Metr. 147 | Pack. 26 | Hud. 24 | Pack. 52 | Metr. 114 | Metr. 40 | Pack. 49 | Nash 88 | Nash 308 | Nash 45 | Hud. 45 | Hud. 20 | Nash 153 | Nash 29 | Nash 33 | Hud. 30 | Pack. 14 | Nash 230 | Nash 148 | Nash 631 |
| 19 | Pack. 52 | Pack. 48 | Hud. 33 | Pack. 26 | Hud. 91 | Pack. 75 | Pack. 123 | Metr. 21 | Pack. 23 | Hud. 47 | Hud. 90 | Hud. 18 | Nash 47 | Pack. 60 | Pack. 143 | Hud. 34 | Nash 40 | Metr. 12 | Hud. 109 | Pack. 21 | Pack. 24 | Pack. 21 | Cont. 10 | Hud. 78 | Pack. 73 | Hud. 419 |
| 20 | Hud. 47 | Hud. 38 | Pack. 29 | Cont. 11 | Metr. 53 | Metr. 37 | Hud. 64 | Hud. 20 | Metr. 6 | Metr. 19 | Pack. 68 | Pack. 17 | Cont. 32 | Hud. 48 | Hud. 109 | Pack. 28 | Pack. 21 | Pack. 12 | Pack. 83 | Cont. 12 | Cont. 17 | Metr. 10 | Nash 6 | Pack. 63 | Hud. 59 | Pack. 392 |
| 21 | Cont. 20 | Cont. 20 | Cont. 22 | Hud. 5 | Cont. 21 | Cont. 18 | Cont. 37 | Cont. 7 | Cont. — | Cont. 4 | Cont. 20 | Cont. 6 | Hud. 19 | Cont. 35 | Cont. 93 | Cont. 2 | Cont. 5 | Cont. 5 | Cont. 18 | Hud. 9 | Hud. 12 | Cont. 7 | Hud. 2 | Cont. 23 | Cont. 9 | Cont. 368 |

# States and Geographical Divisions, 1957

| MONTH | WEST NORTH CENTRAL | | | | | | WEST SOUTH CENTRAL | | | | | MOUNTAIN STATES | | | | | | | | PACIFIC STATES | | | TOTAL ALL STATES |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Iowa | Kansas | Minnesota | Missouri | Nebraska | North Dakota | South Dakota | Arkansas | Louisiana | Oklahoma | Texas | Arizona | Colorado | Idaho | Montana | Nevada | New Mexico | Utah | Wyoming | California | Oregon | Washington | |
| January | 6670 | 5659 | 9297 | 8917 | 3748 | 2086 | 2310 | 6284 | 8571 | 3932 | 28455 | 2223 | 3812 | 1362 | 1461 | 928 | 1586 | 1308 | 1120 | 46366 | 4537 | 4615 | 437320 |
| February | 6985 | 3551 | 8955 | 10094 | 3514 | 1579 | 1429 | 5105 | 8261 | 4360 | 27009 | 2565 | 5075 | 1492 | 1658 | 655 | 1275 | 1816 | 1022 | 42976 | 6012 | 4210 | 438725 |
| March | 6885 | 8314 | 11074 | 18469 | 3373 | 1688 | 1874 | 3166 | 8206 | 6350 | 29794 | 2953 | 4774 | 1517 | 1986 | 896 | 1021 | 2619 | 1017 | 58030 | 5845 | 7622 | 572917 |
| April | 8246 | 9848 | 12822 | 13816 | 3419 | 1823 | 2187 | 3124 | 8400 | 6033 | 27259 | 2975 | 4832 | 1721 | 2003 | 731 | 1389 | 1850 | 1029 | 48120 | 5325 | 5513 | 548546 |
| May | 7876 | 7187 | 10450 | 12752 | 3825 | 1868 | 1550 | 3280 | 8390 | 5861 | 32830 | 3104 | 4717 | 1615 | 2066 | 879 | 2264 | 2388 | 1203 | 45769 | 5024 | 5484 | 556324 |
| June | 7585 | 6982 | 9325 | 11252 | 4005 | 1900 | 1307 | 1841 | 7608 | 6197 | 33005 | 3053 | 4410 | 1764 | 2356 | 659 | 4233 | 2371 | 1014 | 45109 | 5363 | 6812 | 517043 |
| July | 7539 | 7125 | 10711 | 12670 | 3746 | 1720 | 1829 | 4696 | 8764 | 6626 | 32232 | 2890 | 4917 | 1532 | 2243 | 796 | 3314 | 1663 | 876 | 51954 | 6682 | 8828 | 543264 |
| August | 7881 | 6343 | 12602 | 12139 | 3709 | 1824 | 1957 | 3803 | 8610 | 6150 | 29681 | 2853 | 4887 | 1589 | 1873 | 1122 | 2430 | 2366 | 1157 | 43343 | 5206 | 5833 | 491839 |
| September | 8127 | 7756 | 9116 | 11590 | 3933 | 2225 | 1691 | 2657 | 8794 | 5997 | 28172 | 3342 | 4436 | 1612 | 2055 | 433 | 2307 | 1897 | 1025 | 49308 | 5272 | 7224 | 495217 |
| October | 5947 | 5972 | 8915 | 11422 | 4100 | 1832 | 1711 | 3324 | 8286 | 5879 | 27336 | 3018 | 5039 | 1599 | 2081 | 1070 | 2666 | 1827 | 1026 | 46983 | 4485 | 6670 | 463795 |
| November | 5282 | 5405 | 6796 | 9724 | 3368 | 1579 | 1566 | 3178 | 6191 | 6488 | 26830 | 2469 | 3746 | 1412 | 1645 | 1068 | 2117 | 1887 | 826 | 44593 | 4745 | 4688 | 406910 |
| December | 7651 | 6853 | 12286 | 10770 | 4096 | 2872 | 1637 | 1491 | 8904 | 9152 | 33462 | 4317 | 4366 | 2446 | 2005 | 1521 | 2589 | 2249 | 1040 | 48634 | 5232 | 6377 | 510442 |
| TOTAL | 86674 | 80995 | 122349 | 143615 | 44836 | 22996 | 21048 | 41949 | 98985 | 73025 | 356065 | 35762 | 55011 | 19661 | 23432 | 10758 | 27191 | 24241 | 12355 | 571185 | 63728 | 73876 | 5982342 |
| PERCENT | 1.45 | 1.35 | 2.05 | 2.40 | .75 | .38 | .35 | .70 | 1.66 | 1.22 | 5.95 | .60 | .92 | .33 | .39 | .18 | .45 | .41 | .21 | 9.55 | 1.07 | 1.23 | 100% |

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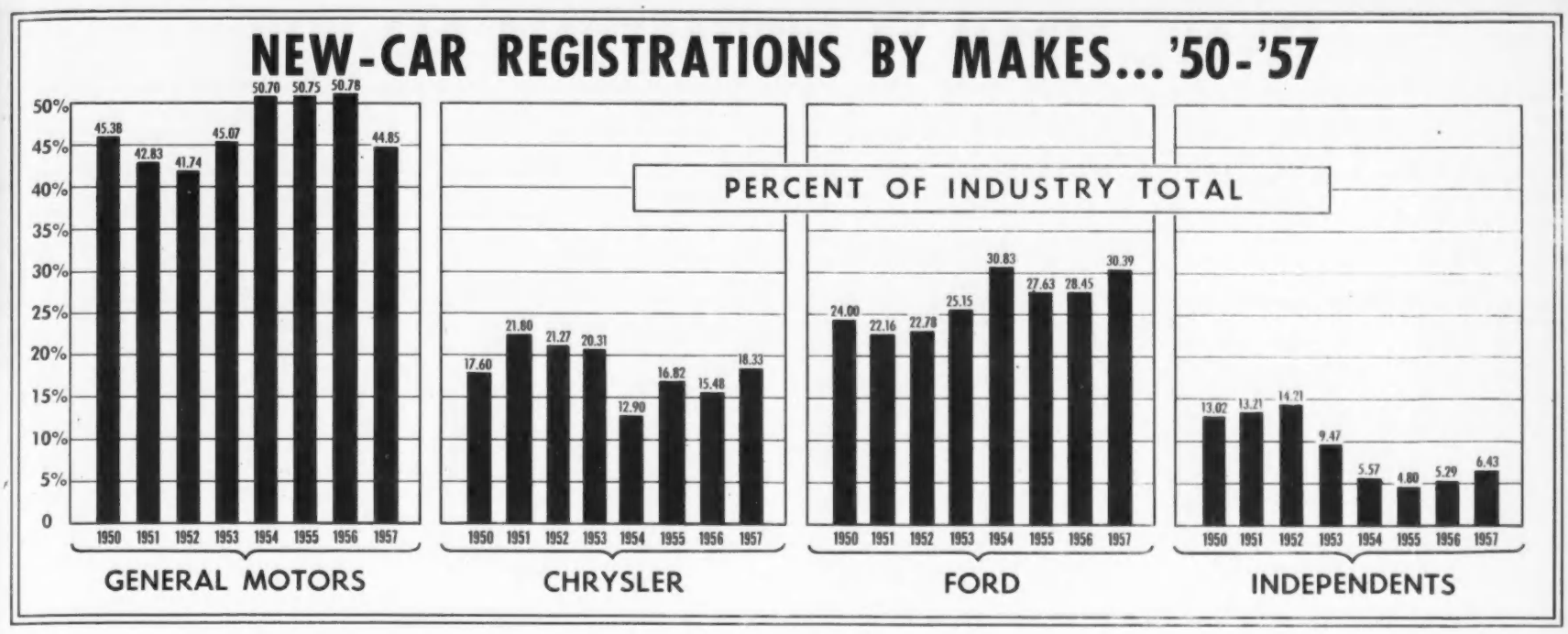
|---|---|---|
| Chicago 31, Illinois | Cleveland 2, Ohio | Dallas 11, Texas |
| Milwaukee, West Allis, Wisc. | Pittsburgh 6, Pa. | Houston, Texas |
| St. Louis, University City 24, Mo. | Buffalo 16, N.Y. | Denver 10, Colorado |
| Memphis, Tenn. | Philadelphia 24, Pa. | Salt Lake City, Utah |
| New Orleans, Louisiana | New York, Passaic, N.J. | Los Angeles 45, Calif. |
| Atlanta, Georgia | Boston, Somerville, Mass. | Oakland 7, California |
| Detroit 1, Michigan | Kansas City 27, Mo. | Portland 11, Oregon |
| Cincinnati 44, Ohio | Minneapolis 5, Minnesota | Spokane, Washington |

**Sun ELECTRIC CORPORATION**

HARLEM AND AVONDALE • CHICAGO 31, ILLINOIS, U.S.A.




# Percentage of Car Makes to Total Registrations, 1949-1957

| | 1949 | | 1950 | | 1951 | | 1952 | | 1953 | | 1954 | | 1955 | | 1956 | | 1957 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Registrations | Pct. of Total | Registrations | Pct. of Total | Registrations | Pct. of Total | Registrations | Pct. of Total | Registrations | Pct. of Total | Registrations | Pct. of Total | Registrations | Pct. of Total | Registrations | Pct. of Total | Registrations | Pct. of Total |
| Buick | 372,425 | 7.70 | 535,807 | 8.47 | 392,285 | 7.75 | 310,806 | 7.47 | 454,320 | 7.92 | 513,497 | 9.28 | 737,879 | 10.29 | 529,371 | 8.89 | 394,553 | 6.60 |
| Cadillac | 80,880 | 1.67 | 101,825 | 1.61 | 97,093 | 1.92 | 87,806 | 2.11 | 98,612 | 1.72 | 110,328 | 1.99 | 141,038 | 1.97 | 132,952 | 2.23 | 141,209 | 2.36 |
| Chevrolet | 1,031,466 | 21.32 | 1,420,399 | 22.45 | 1,067,042 | 21.08 | 852,542 | 20.50 | 1,342,480 | 23.39 | 1,417,453 | 25.61 | 1,640,681 | 22.88 | 1,565,399 | 26.29 | 1,456,288 | 24.34 |
| Oldsmobile | 269,351 | 5.57 | 372,519 | 5.89 | 273,472 | 5.40 | 218,189 | 5.25 | 305,593 | 5.32 | 407,150 | 7.35 | 589,515 | 8.22 | 437,896 | 7.35 | 371,596 | 6.21 |
| Pontiac | 321,033 | 6.63 | 440,528 | 6.96 | 337,821 | 6.68 | 266,351 | 6.41 | 385,692 | 6.72 | 358,167 | 6.47 | 530,007 | 7.39 | 358,668 | 6.02 | 319,719 | 5.35 |
| General Motors Total | 2,075,155 | 42.89 | 2,871,078 | 45.38 | 2,167,713 | 42.83 | 1,735,694 | 41.74 | 2,586,697 | 45.07 | 2,806,595 | 50.70 | 3,639,120 | 50.75 | 3,024,286 | 50.78 | 2,683,365 | 44.86 |
| GM Total—Except Chev. | 1,043,689 | 21.57 | 1,450,679 | 22.93 | 1,100,671 | 21.75 | 883,152 | 21.24 | 1,244,217 | 21.68 | 1,389,142 | 25.09 | 1,998,439 | 27.87 | 1,458,887 | 24.49 | 1,227,077 | 20.52 |
| Continental | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 606 | .01 | 1,564 | .03 | 2,490 | .04 |
| Edsel | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 26,681 | .44 |
| Ford | 806,766 | 16.67 | 1,166,118 | 18.43 | 862,309 | 17.04 | 732,481 | 17.61 | 1,116,267 | 19.45 | 1,400,440 | 25.30 | 1,573,276 | 21.94 | 1,375,343 | 23.09 | 1,493,617 | 24.97 |
| Lincoln | 37,691 | .78 | 34,318 | .54 | 25,816 | .51 | 29,110 | .70 | 39,169 | .68 | 36,251 | .65 | 35,017 | .49 | 42,598 | .72 | 34,808 | .58 |
| Mercury | 186,629 | 3.86 | 318,217 | 5.03 | 233,339 | 4.61 | 185,883 | 4.47 | 287,717 | 5.02 | 269,926 | 4.88 | 371,837 | 5.19 | 274,603 | 4.61 | 260,573 | 4.36 |
| Ford Total | 1,031,086 | 21.31 | 1,518,653 | 24.00 | 1,121,464 | 22.16 | 947,474 | 22.78 | 1,443,153 | 25.15 | 1,706,617 | 30.83 | 1,980,736 | 27.63 | 318,765 | 5.36 | 1,818,169 | 30.39 |
| Ford Total—Except Ford Division | 224,320 | 4.64 | 352,535 | 5.57 | 259,155 | 5.12 | 214,993 | 5.17 | 326,886 | 5.70 | 306,177 | 5.53 | 407,460 | 5.69 | 1,694,108 | 28.45 | 324,552 | 5.42 |
| Chrysler | 130,516 | 2.70 | 151,300 | 2.39 | 149,435 | 2.95 | 113,392 | 2.73 | 153,756 | 2.68 | 101,741 | 1.84 | 156,458 | 2.18 | 106,853 | 1.79 | 106,436 | 1.78 |
| DeSoto | 103,311 | 2.14 | 115,023 | 1.82 | 112,643 | 2.23 | 91,677 | 2.20 | 122,342 | 2.13 | 76,739 | 1.39 | 118,062 | 1.65 | 100,766 | 1.69 | 103,915 | 1.74 |
| Dodge | 273,530 | 5.65 | 300,104 | 4.74 | 298,603 | 5.90 | 246,464 | 5.93 | 288,812 | 5.03 | 154,789 | 2.80 | 284,323 | 3.96 | 220,208 | 3.70 | 257,488 | 4.31 |
| Imperial | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 10,460 | .18 | 33,017 | .55 |
| Plymouth | 527,915 | 10.91 | 547,367 | 8.65 | 542,649 | 10.72 | 433,134 | 10.41 | 600,447 | 10.47 | 381,078 | 6.88 | 647,352 | 9.03 | 483,756 | 8.12 | 595,503 | 9.95 |
| Chrysler Total | 1,035,272 | 21.40 | 1,113,794 | 17.60 | 1,103,330 | 21.80 | 884,667 | 21.27 | 1,165,357 | 20.31 | 714,347 | 12.91 | 1,206,195 | 16.82 | 922,043 | 15.48 | 1,096,359 | 18.33 |
| Chrysler Total—Except Plymouth | 507,357 | 10.49 | 566,427 | 8.95 | 560,681 | 11.08 | 451,533 | 10.86 | 564,910 | 9.84 | 333,269 | 6.03 | 558,843 | 7.79 | 438,287 | 7.36 | 500,856 | 8.38 |
| Packard | 97,771 | 2.02 | 73,155 | 1.15 | 66,999 | 1.32 | 66,346 | 1.59 | 71,079 | 1.24 | 38,396 | .69 | 52,103 | .73 | 28,396 | .48 | 5,189 | .09 |
| Studebaker | 199,460 | 4.12 | 268,229 | 4.24 | 205,514 | 4.06 | 157,902 | 3.80 | 161,257 | 2.81 | 95,914 | 1.73 | 95,761 | 1.33 | 76,402 | 1.28 | 62,565 | 1.04 |
| Packard-Stude. Total | 297,231 | 6.14 | 341,384 | 5.39 | 272,513 | 5.38 | 224,248 | 5.39 | 232,336 | 4.05 | 134,310 | 2.42 | 147,864 | 2.06 | 104,798 | 1.76 | 67,754 | 1.13 |
| Hudson | 137,907 | 2.85 | 134,219 | 2.12 | 96,847 | 1.91 | 78,509 | 1.89 | 66,797 | 1.16 | 35,824 | .65 | 43,212 | .60 | 30,529 | .51 | 4,596 | .07 |
| Metropolitan | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 11,791 | .20 |
| Nash | 135,328 | 2.80 | 175,722 | 2.79 | 140,035 | 2.78 | 142,520 | 3.43 | 137,507 | 2.40 | 82,729 | 1.49 | 93,541 | 1.31 | 84,576 | 1.42 | 9,474 | .16 |
| Rambler | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 91,469 | 1.53 |
| American Motors Total | 273,235 | 5.65 | 309,941 | 4.91 | 236,882 | 4.69 | 221,029 | 5.32 | 204,304 | 3.56 | 118,553 | 2.14 | 136,753 | 1.91 | 115,105 | 1.93 | 117,330 | 1.96 |
| Frazer | 15,827 | .33 | 11,884 | .19 | ..... | 1.02 | 28,718 | .69 | 10,710 | .18 | 1,123 | .02 | ..... | ..... | ..... | ..... | ..... | ..... |
| Henry J | ..... | ..... | 14,339 | .22 | 51,372 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| Kaiser | 57,995 | 1.20 | 85,832 | 1.36 | 52,286 | 1.03 | 41,022 | .99 | 22,825 | .40 | 8,889 | .16 | 959 | .01 | ..... | ..... | ..... | ..... |
| Willys | 28,576 | .59 | 33,926 | .54 | 26,049 | .51 | 41,016 | .99 | 42,433 | .74 | 17,002 | .31 | 6,267 | .09 | ..... | ..... | ..... | ..... |
| Kaiser-Willys Total | 102,398 | 2.12 | 145,981 | 2.31 | 129,707 | 2.56 | 110,756 | 2.67 | 75,968 | 1.32 | 27,014 | .49 | 7,226 | .10 | ..... | ..... | ..... | ..... |
| Miscellaneous | 23,965 | .49 | 25,607 | .41 | 29,294 | .58 | 34,526 | .83 | 31,174 | .54 | 28,028 | .51 | 52,014 | .73 | 94,908 | 1.60 | 199,365 | 3.33 |
| GRAND TOTAL—U. S. | 4,838,342 | 100% | 6,326,438 | 100% | 5,060,903 | 100% | 4,158,394 | 100% | 5,738,989 | 100% | 5,535,464 | 100% | 7,169,908 | 100% | 5,955,248 | 100% | 5,982,342 | 100% |

# Percentage of Truck Makes to Total Registrations, 1949-1957

| MAKE | 1949 | | 1950 | | 1951 | | 1952 | | 1953 | | 1954 | | 1955 | | 1956 | | 1957 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Registrations | Pct. of Total | Registrations | Pct. of Total | Registrations | Pct. of Total | Registrations | Pct. of Total | Registrations | Pct. of Total | Registrations | Pct. of Total | Registrations | Pct. of Total | Registrations | Pct. of Total | Registrations | Pct. of Total |
| Autocar | 1,655 | .17 | 2,072 | .18 | 2,112 | .21 | 1,595 | .20 | 1,713 | .18 | 1,041 | .13 | .... | .... | .... | .... | .... | .... |
| Brockway | 1,626 | .17 | 2,384 | .21 | 2,182 | .22 | 1,752 | .21 | 2,080 | .22 | 1,340 | .16 | 1,144 | .12 | 884 | .10 | 738 | .09 |
| Chevrolet | 345,519 | 35.92 | 414,496 | 36.29 | 350,344 | 34.90 | 272,249 | 33.52 | 327,960 | 35.25 | 293,079 | 35.35 | 329,791 | 34.46 | 302,145 | 33.78 | 290,960 | 33.91 |
| Crosley | 871 | .09 | 422 | .04 | 434 | .04 | 243 | .03 | 32 | .00 | .... | .... | .... | .... | .... | .... | .... | .... |
| Diamond T | 5,172 | .54 | 5,675 | .50 | 4,508 | .45 | 3,420 | .42 | 3,398 | .37 | 2,701 | .32 | 3,697 | .39 | 4,037 | .45 | 3,472 | .40 |
| Divco | 3,577 | .37 | 4,309 | .38 | 3,752 | .37 | 2,752 | .34 | 2,569 | .28 | .... | .... | .... | .... | .... | .... | .... | .... |
| Dodge | 116,956 | 12.16 | 99,716 | 8.73 | 106,600 | 10.63 | 102,129 | 12.57 | 82,345 | 8.85 | 60,658 | 7.32 | 66,208 | 6.92 | 57,651 | 6.45 | 49,431 | 5.76 |
| Federal | 1,225 | .13 | 1,469 | .13 | 1,008 | .10 | 841 | .10 | 986 | .10 | .... | .... | .... | .... | .... | .... | .... | .... |
| Ford | 202,179 | 21.02 | 315,912 | 27.66 | 250,802 | 24.98 | 179,523 | 22.11 | 266,027 | 28.60 | 267,799 | 32.30 | 295,900 | 30.92 | 263,753 | 29.49 | 277,301 | 32.32 |
| FWD | 337 | .03 | 323 | .03 | 501 | .05 | 543 | .07 | 359 | .04 | .... | .... | .... | .... | .... | .... | .... | .... |
| GMC | 80,407 | 8.36 | 97,200 | 8.51 | 100,285 | 9.99 | 79,612 | 9.80 | 82,296 | 8.85 | 66,644 | 8.04 | 84,877 | 8.87 | 82,266 | 9.20 | 62,165 | 7.24 |
| Hudson | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| International | 91,164 | 9.48 | 97,818 | 8.56 | 95,184 | 9.48 | 92,788 | 11.42 | 95,404 | 10.25 | 84,222 | 10.16 | 100,441 | 10.49 | 108,014 | 12.08 | 96,956 | 11.30 |
| Kenworth | 392 | .04 | 673 | .06 | 668 | .07 | 705 | .09 | 747 | .08 | .... | .... | .... | .... | .... | .... | .... | .... |
| Mack | 6,866 | .71 | 9,908 | .87 | 9,794 | .98 | 7,138 | .88 | 6,890 | .74 | 6,098 | .73 | 10,932 | 1.14 | 13,190 | 1.47 | 13,312 | 1.55 |
| Pontiac | 775 | .08 | 1,362 | .11 | 908 | .09 | 541 | .07 | 468 | .05 | .... | .... | .... | .... | .... | .... | .... | .... |
| Reo | 4,003 | .42 | 3,876 | .34 | 3,427 | .34 | 3,393 | .42 | 3,498 | .38 | 2,283 | .28 | 3,121 | .33 | 2,974 | .33 | 2,067 | .24 |
| Sterling | 229 | .02 | 354 | .03 | 334 | .03 | 250 | .03 | .... | .... | .... | .... | .... | .... | .... | .... | .... | .... |
| Studebaker | 55,099 | 5.73 | 45,881 | 4.01 | 32,675 | 3.25 | 28,985 | 3.57 | 22,473 | 2.42 | 10,193 | 1.23 | 10,817 | 1.13 | 8,708 | .97 | 6,547 | .76 |
| White | 8,318 | .86 | 12,050 | 1.05 | 12,260 | 1.22 | 10,858 | 1.34 | 12,261 | 1.32 | 10,340 | 1.25 | 14,372 | 1.50 | 15,137 | 1.69 | 12,491 | 1.46 |
| Willys | 32,765 | 3.41 | 24,640 | 2.16 | 24,292 | 2.42 | 20,356 | 2.51 | 17,712 | 1.90 | 17,523 | 2.11 | 27,252 | 2.85 | 23,488 | 2.63 | 22,005 | 2.56 |
| Miscellaneous | 2,826 | .29 | 1,767 | .15 | 1,780 | .18 | 2,426 | .30 | 1,094 | .12 | 5,180 | .62 | 8,449 | .88 | 12,119 | 1.36 | 20,640 | 2.41 |
| TOTAL | 961,961 | 100% | 1,142,307 | 100% | 1,003,850 | 100% | 812,099 | 100% | 930,312 | 100% | 829,101 | 100% | 957,001 | 100% | 894,366 | 100% | 858,085 | 100% |

Why Milwaukee is one of your

# FIRST TEN MARKETS

Milwaukee is the nation's 11th city in population, and 15th among metropolitan areas. But in only seven cities can you reach more families with ONE newspaper. And only four of these top Milwaukee in family buying power.

## How Milwaukee ranks in Market Quality among the 20 largest Metropolitan Areas

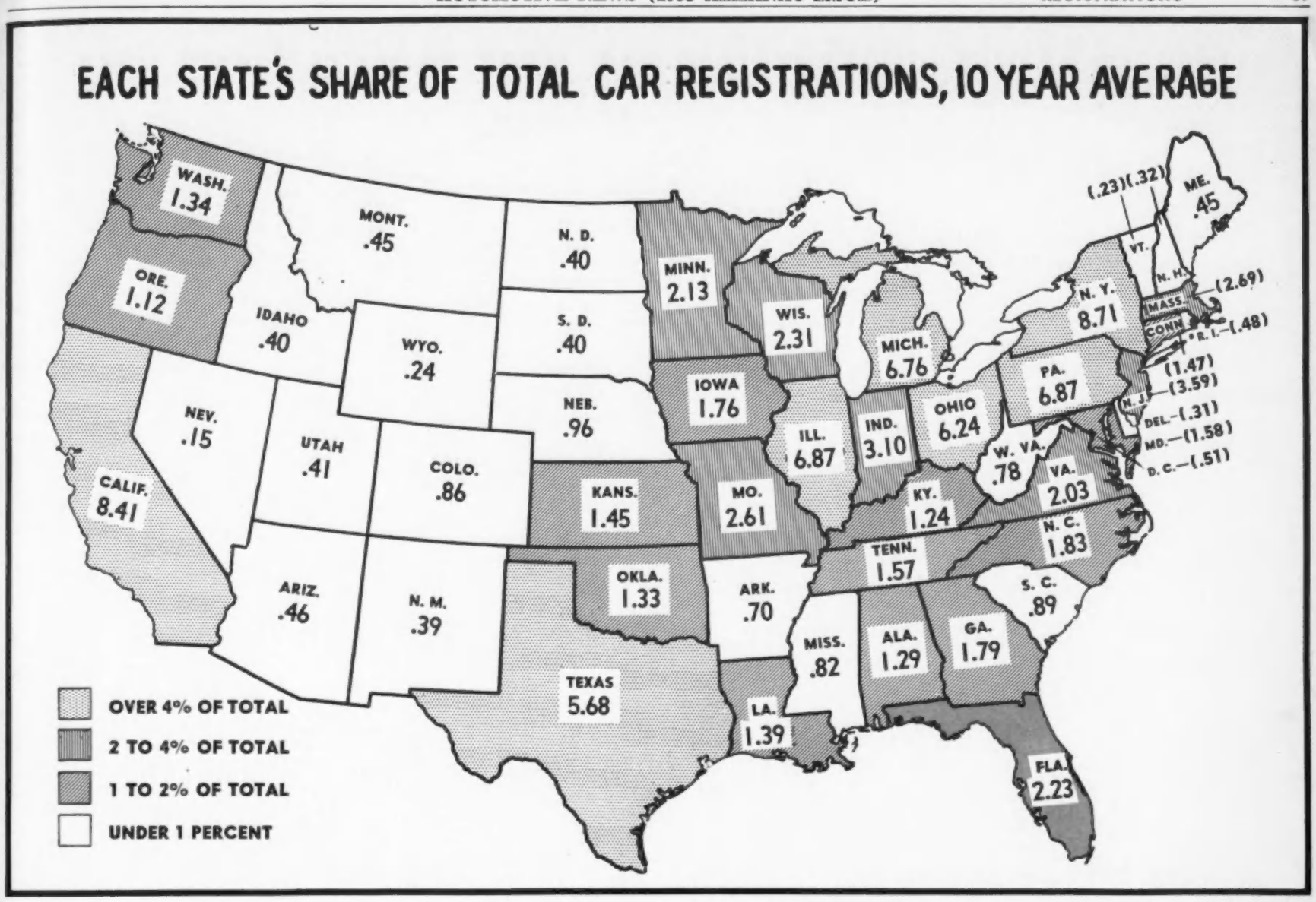
| | |
|---|---|
| Median Income per Family (U. S. Census) | 5th |
| % of Families With Income Over $4,000 | 3rd |
| % of Families With Incomes Over $7,000 | 6th |
| Median Value of Single Dwelling Units | 4th |
| Median Monthly Rental | 2nd |
| Retail Store Sales per Family | 5th |
| Food Store Sales per Family | 7th |
| Automotive Sales per Family | 6th |
| Gasoline Service Station Sales per Family | 5th |
| General Mdse. Store Sales per Family | 6th |
| Eating-Drinking Place Sales per Family | 3rd |

*Sources: U. S. Census, Sales Management Survey, SRDS Consumer Markets*

FURTHER EVIDENCE of the buying power and responsiveness of Milwaukee families is the fact that THE JOURNAL has published more advertising over the last 10 years than any other newspaper in the nation. And it offers 90% home coverage—highest of any newspaper in markets of more than a million!

**THE MILWAUKEE JOURNAL**

*National Representatives*—O'MARA & ORMSBEE, INC.



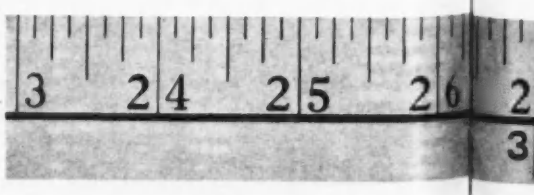

# New Passenger Car Registrations, 1948-1957 Showing Percentage Of Each State to Total Registration

| STATES | 1957 Registrations | % of Total | 1956 Registrations | % of Total | 1955 Registrations | % of Total | 1954 Registrations | % of Total | 1953 Registrations | % of Total | 1952 Registrations | % of Total | 1951 Registrations | % of Total | 1950 Registrations | % of Total | 1949 Registrations | % of Total | 1948 Registrations | % of Total | 10-Year Average | Av. % over 10 Yrs. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Alabama | 81,538 | 1.36 | 84,634 | 1.42 | 101,651 | 1.42 | 72,893 | 1.32 | 71,078 | 1.24 | 51,074 | 1.23 | 64,420 | 1.27 | 79,156 | 1.25 | 58,273 | 1.20 | 40,432 | 1.16 | 70,515 | 1.29 |
| Arizona | 35,762 | .60 | 32,221 | .54 | 37,303 | .52 | 24,999 | .45 | 24,926 | .43 | 18,791 | .45 | 22,040 | .44 | 26,570 | .42 | 20,995 | .43 | 12,994 | .37 | 25,660 | .46 |
| Arkansas | 41,949 | .70 | 45,369 | .76 | 49,573 | .69 | 37,589 | .68 | 41,599 | .72 | 28,709 | .69 | 37,534 | .74 | 47,003 | .74 | 34,030 | .70 | 21,319 | .61 | 38,467 | .70 |
| California | 571,185 | 9.55 | 556,164 | 9.34 | 665,892 | 9.29 | 434,789 | 7.85 | 452,769 | 7.89 | 346,929 | 8.34 | 392,682 | 7.76 | 519,999 | 8.22 | 389,544 | 8.05 | 272,209 | 7.80 | 460,216 | 8.41 |
| Colorado | 55,011 | .92 | 51,764 | .87 | 61,925 | .86 | 46,007 | .83 | 44,558 | .78 | 34,946 | .84 | 43,172 | .85 | 58,953 | .93 | 42,770 | .88 | 27,942 | .80 | 46,705 | .86 |
| Connecticut | 88,035 | 1.47 | 89,346 | 1.50 | 105,879 | 1.48 | 86,202 | 1.56 | 87,629 | 1.53 | 63,768 | 1.53 | 73,246 | 1.45 | 86,097 | 1.36 | 66,278 | 1.37 | 50,745 | 1.45 | 79,723 | 1.47 |
| Delaware | 19,266 | .32 | 18,867 | .32 | 22,940 | .32 | 17,101 | .31 | 18,498 | .32 | 12,329 | .30 | 15,277 | .30 | 17,421 | .28 | 14,655 | .30 | 9,996 | .29 | 16,636 | .31 |
| Florida | 191,098 | 3.20 | 175,651 | 2.95 | 195,468 | 2.73 | 131,433 | 2.37 | 120,439 | 2.10 | 80,905 | 1.95 | 94,103 | 1.85 | 116,904 | 1.85 | 84,238 | 1.74 | 53,746 | 1.54 | 124,398 | 2.23 |
| Georgia | 107,883 | 1.80 | 121,633 | 2.04 | 139,382 | 1.94 | 98,437 | 1.78 | 94,643 | 1.65 | 72,240 | 1.74 | 93,854 | 1.85 | 113,923 | 1.80 | 80,886 | 1.67 | 59,703 | 1.65 | 98,258 | 1.79 |
| Idaho | 19,661 | .33 | 20,408 | .34 | 24,272 | .34 | 19,187 | .35 | 23,776 | .41 | 18,735 | .45 | 23,151 | .46 | 27,355 | .43 | 23,211 | .48 | 14,554 | .42 | 21,431 | .40 |
| Illinois | 398,523 | 6.66 | 398,174 | 6.69 | 460,883 | 6.43 | 398,306 | 7.20 | 406,069 | 7.08 | 295,729 | 7.11 | 350,846 | 6.93 | 417,871 | 6.61 | 345,156 | 7.13 | 241,231 | 6.91 | 371,279 | 6.87 |
| Indiana | 185,398 | 3.10 | 188,423 | 3.16 | 229,951 | 3.21 | 172,344 | 3.11 | 182,942 | 3.19 | 122,339 | 2.94 | 159,446 | 3.15 | 200,112 | 3.16 | 148,827 | 3.08 | 101,128 | 2.90 | 169,093 | 3.10 |
| Iowa | 86,674 | 1.45 | 83,895 | 1.41 | 108,294 | 1.51 | 98,534 | 1.78 | 100,797 | 1.76 | 71,700 | 1.72 | 95,638 | 1.89 | 128,114 | 2.02 | 102,183 | 2.11 | 68,947 | 1.98 | 94,478 | 1.76 |
| Kansas | 80,995 | 1.35 | 80,973 | 1.36 | 99,292 | 1.38 | 86,826 | 1.57 | 83,127 | 1.45 | 63,172 | 1.52 | 76,047 | 1.50 | 91,572 | 1.45 | 74,760 | 1.55 | 48,970 | 1.40 | 78,573 | 1.45 |
| Kentucky | 73,134 | 1.22 | 73,560 | 1.24 | 86,105 | 1.20 | 66,927 | 1.21 | 72,423 | 1.26 | 51,716 | 1.24 | 62,832 | 1.24 | 78,897 | 1.25 | 61,597 | 1.27 | 43,082 | 1.23 | 67,027 | 1.24 |
| Louisiana | 98,985 | 1.66 | 91,588 | 1.54 | 101,265 | 1.41 | 83,500 | 1.51 | 77,655 | 1.35 | 53,850 | 1.29 | 59,212 | 1.17 | 81,231 | 1.28 | 65,820 | 1.36 | 44,925 | 1.29 | 75,803 | 1.39 |
| Maine | 26,516 | .44 | 27,400 | .46 | 30,191 | .42 | 23,266 | .42 | 24,283 | .42 | 16,967 | .41 | 22,467 | .44 | 29,175 | .46 | 23,140 | .48 | 17,298 | .51 | 24,070 | .45 |
| Maryland | 101,124 | 1.69 | 102,841 | 1.73 | 118,567 | 1.65 | 87,142 | 1.57 | 89,494 | 1.56 | 66,831 | 1.61 | 78,073 | 1.54 | 93,227 | 1.47 | 69,985 | 1.45 | 52,762 | 1.52 | 86,005 | 1.58 |
| Massachusetts | 144,767 | 2.42 | 156,987 | 2.64 | 177,672 | 2.48 | 155,881 | 2.82 | 159,527 | 2.78 | 115,195 | 2.77 | 137,643 | 2.72 | 166,815 | 2.64 | 133,288 | 2.75 | 102,244 | 2.93 | 145,002 | 2.69 |
| Michigan | 365,813 | 6.12 | 348,138 | 5.85 | 512,525 | 7.15 | 375,625 | 6.79 | 423,454 | 7.38 | 287,842 | 6.92 | 343,779 | 6.79 | 430,321 | 6.80 | 321,421 | 6.64 | 250,853 | 7.19 | 365,977 | 6.76 |
| Minnesota | 122,349 | 2.05 | 115,709 | 1.94 | 129,423 | 1.81 | 116,696 | 2.11 | 123,661 | 2.15 | 91,598 | 2.20 | 112,416 | 2.22 | 153,203 | 2.42 | 107,435 | 2.22 | 76,781 | 2.20 | 114,927 | 2.13 |
| Mississippi | 45,605 | .76 | 52,058 | .87 | 61,807 | .86 | 47,000 | .85 | 45,176 | .79 | 33,681 | .81 | 42,386 | .84 | 50,797 | .80 | 40,163 | .83 | 28,242 | .81 | 44,692 | .82 |
| Missouri | 143,615 | 2.40 | 148,169 | 2.49 | 178,704 | 2.49 | 147,737 | 2.67 | 159,971 | 2.79 | 96,788 | 2.33 | 140,397 | 2.77 | 174,394 | 2.76 | 131,269 | 2.71 | 93,266 | 2.68 | 141,431 | 2.61 |
| Montana | 23,432 | .39 | 24,256 | .41 | 27,045 | .38 | 22,703 | .41 | 24,869 | .43 | 20,160 | .48 | 24,735 | .49 | 31,249 | .50 | 23,681 | .49 | 18,014 | .52 | 24,014 | .45 |
| Nebraska | 44,836 | .75 | 43,929 | .74 | 59,626 | .83 | 53,216 | .96 | 58,278 | 1.01 | 43,907 | 1.06 | 55,510 | 1.10 | 67,964 | 1.07 | 51,105 | 1.06 | 35,234 | 1.02 | 51,361 | .96 |
| Nevada | 10,758 | .18 | 10,945 | .18 | 12,067 | .17 | 8,052 | .14 | 7,846 | .14 | 5,794 | .14 | 6,173 | .12 | 7,672 | .12 | 6,607 | .14 | 5,028 | .14 | 8,094 | .15 |
| New Hampshire | 18,209 | .31 | 19,067 | .32 | 23,048 | .32 | 18,138 | .33 | 17,680 | .31 | 14,095 | .34 | 16,226 | .32 | 19,154 | .30 | 15,162 | .31 | 10,539 | .30 | 17,132 | .32 |
| New Jersey | 221,442 | 3.70 | 222,728 | 3.74 | 258,527 | 3.61 | 216,076 | 3.90 | 211,073 | 3.68 | 148,936 | 3.58 | 179,333 | 3.54 | 210,785 | 3.33 | 165,842 | 3.43 | 116,945 | 3.35 | 195,169 | 3.59 |
| New Mexico | 27,191 | .45 | 25,922 | .44 | 30,501 | .43 | 22,508 | .41 | 21,248 | .37 | 15,462 | .37 | 18,512 | .37 | 23,289 | .36 | 17,571 | .36 | 10,897 | .31 | 21,310 | .39 |
| New York | 544,567 | 9.10 | 511,096 | 8.58 | 634,859 | 8.85 | 481,078 | 8.69 | 485,032 | 8.45 | 342,044 | 8.23 | 420,720 | 8.31 | 542,195 | 8.57 | 415,634 | 8.59 | 338,254 | 9.69 | 471,548 | 8.71 |
| North Carolina | 99,493 | 1.66 | 107,139 | 1.80 | 132,114 | 1.84 | 96,986 | 1.75 | 110,364 | 1.92 | 78,399 | 1.89 | 98,339 | 1.94 | 119,477 | 1.89 | 93,514 | 1.93 | 59,584 | 1.71 | 99,541 | 1.83 |
| North Dakota | 22,996 | .38 | 19,446 | .33 | 22,055 | .31 | 21,654 | .39 | 24,075 | .42 | 18,091 | .44 | 23,213 | .46 | 27,549 | .44 | 22,905 | .47 | 13,359 | .38 | 21,534 | .40 |
| Ohio | 380,900 | 6.37 | 387,257 | 6.50 | 443,762 | 6.19 | 331,768 | 5.99 | 359,056 | 6.26 | 257,446 | 6.19 | 315,606 | 6.24 | 388,389 | 6.14 | 302,830 | 6.26 | 220,248 | 6.31 | 338,726 | 6.24 |
| Oklahoma | 73,025 | 1.22 | 75,446 | 1.27 | 94,347 | 1.32 | 76,428 | 1.38 | 78,336 | 1.36 | 55,962 | 1.35 | 69,112 | 1.37 | 90,591 | 1.43 | 65,563 | 1.36 | 44,942 | 1.29 | 72,375 | 1.33 |
| Oregon | 63,728 | 1.07 | 70,531 | 1.18 | 81,402 | 1.13 | 54,814 | .99 | 60,858 | 1.06 | 51,215 | 1.23 | 58,446 | 1.15 | 72,261 | 1.14 | 55,212 | 1.14 | 39,655 | 1.14 | 60,812 | 1.12 |
| Pennsylvania | 374,465 | 6.26 | 386,977 | 6.50 | 463,339 | 6.46 | 359,822 | 6.50 | 413,057 | 7.20 | 302,867 | 7.28 | 367,310 | 7.28 | 435,035 | 6.88 | 336,446 | 6.95 | 257,764 | 7.38 | 369,708 | 6.87 |
| Rhode Island | 23,330 | .39 | 23,996 | .40 | 32,537 | .45 | 27,183 | .49 | 27,728 | .48 | 20,027 | .48 | 24,516 | .48 | 32,884 | .52 | 24,463 | .51 | 19,816 | .57 | 25,648 | .48 |
| South Carolina | 47,761 | .80 | 52,355 | .88 | 60,217 | .84 | 47,052 | .85 | 54,251 | .95 | 37,789 | .91 | 49,138 | .97 | 58,073 | .92 | 45,543 | .95 | 30,599 | .88 | 48,278 | .89 |
| South Dakota | 21,048 | .35 | 19,874 | .33 | 24,112 | .34 | 22,164 | .40 | 21,598 | .38 | 17,678 | .43 | 22,403 | .44 | 28,158 | .45 | 22,215 | .46 | 14,338 | .41 | 21,359 | .40 |
| Tennessee | 89,207 | 1.49 | 90,605 | 1.52 | 118,864 | 1.66 | 91,224 | 1.65 | 88,369 | 1.54 | 59,426 | 1.43 | 70,924 | 1.40 | 105,144 | 1.66 | 78,850 | 1.64 | 60,141 | 1.72 | 85,275 | 1.57 |
| Texas | 356,065 | 5.95 | 345,288 | 5.80 | 429,931 | 6.00 | 349,509 | 6.31 | 321,374 | 5.60 | 238,687 | 5.74 | 288,935 | 5.71 | 366,050 | 5.79 | 243,837 | 5.04 | 168,379 | 4.82 | 310,806 | 5.68 |
| Utah | 24,241 | .41 | 24,029 | .40 | 27,262 | .38 | 19,366 | .35 | 21,884 | .38 | 18,190 | .44 | 21,923 | .43 | 27,670 | .44 | 21,366 | .44 | 13,874 | .40 | 21,980 | .41 |
| Vermont | 13,413 | .22 | 13,789 | .23 | 14,653 | .20 | 11,926 | .22 | 12,672 | .22 | 8,818 | .21 | 11,457 | .23 | 13,554 | .22 | 13,355 | .28 | 8,991 | .26 | 12,263 | .23 |
| Virginia | 116,123 | 1.94 | 117,344 | 1.97 | 135,549 | 1.89 | 113,992 | 2.06 | 108,232 | 1.89 | 89,228 | 2.15 | 104,683 | 2.07 | 130,886 | 2.07 | 104,106 | 2.15 | 73,515 | 2.11 | 109,366 | 2.03 |
| Washington | 73,876 | 1.23 | 75,960 | 1.28 | 89,231 | 1.24 | 63,579 | 1.15 | 68,202 | 1.19 | 56,449 | 1.36 | 70,792 | 1.40 | 91,061 | 1.44 | 74,241 | 1.54 | 54,109 | 1.55 | 71,750 | 1.34 |
| West Virginia | 54,969 | .92 | 53,408 | .90 | 54,951 | .77 | 39,154 | .71 | 43,875 | .76 | 32,631 | .78 | 41,345 | .82 | 45,807 | .72 | 36,293 | .75 | 25,098 | .72 | 42,753 | .78 |
| Wisconsin | 135,698 | 2.27 | 131,296 | 2.20 | 151,246 | 2.11 | 120,572 | 2.18 | 132,309 | 2.31 | 97,225 | 2.34 | 121,821 | 2.41 | 151,161 | 2.39 | 120,845 | 2.50 | 84,224 | 2.41 | 124,640 | 2.31 |
| Wyoming | 12,355 | .21 | 12,087 | .20 | 14,970 | .21 | 12,910 | .23 | 13,317 | .23 | 11,104 | .26 | 12,837 | .25 | 17,804 | .28 | 12,023 | .25 | 8,766 | .25 | 12,817 | .24 |
| District of Columbia | 24,328 | .41 | 26,506 | .44 | 34,729 | .48 | 25,169 | .45 | 24,892 | .43 | 20,930 | .50 | 26,233 | .53 | 33,466 | .53 | 29,209 | .60 | 25,270 | .72 | 27,074 | .51 |
| TOTAL | 5,982,342 | 100% | 5,955,248 | 100% | 7,169,908 | 100% | 5,535,464 | 100% | 5,738,989 | 100% | 4,158,394 | 100% | 5,060,903 | 100% | 6,326,438 | 100% | 4,838,342 | 100% | 3,490,952 | 100% | 5,425,698 | 100% |

*Fine wool broadcloth is offered in the Cadillac Fleetwood Sixty Special at no extra cost.*

# WOOL

## The inside selling story of America's finest cars




nothing

In today's highly competitive market, the informed car shopper looks *inside*. And when the interior is upholstered in fine wool broadcloth, sales resistance begins to weaken. For wool offers an appealing combination of quality, styling, luxury in the best of taste, and plain comfort—all the extra values expected of a truly fine car. That's why wool is going into more and more of America's finest cars.

- Wool upholstery is more luxurious, more richly colorful. It gives the interior a more smartly tailored appearance.
- Wool is softer to the touch, more comfortable to ride on. It has a natural springiness.
- Wool upholstery is cooler in summer. It absorbs perspiration, allows air to circulate, never becomes untouchably hot in the sun.
- Wool upholstery is warmer in winter, provides insulation, never feels unpleasantly cold. It develops no serious static charge.
- Wool upholstery is kinder to clothes, doesn't cause shine or excessive wear.
- Wool upholstery is safer. It helps the driver keep in position on sharp turns or sudden stops —and is highly flame-resistant.
- Wool upholstery stays neat-looking longer, has greater resale value. It defies wear . . . will not sag or wrinkle. Dirt and spots come out easily.

A wool interior is one of the greatest sales advantages available to you in today's highly competitive market. So don't miss out . . . specify wool when you order from the factory.

*Hat by Emme; dress by Adele Simpson.*

# measures up to Wool

Jointly sponsored with ASPC

# 1957 Motor Vehicle Registrations in 115 Leading Counties

| STATE | COUNTY | PRINCIPAL CITY | PASSENGERS | VOL. RANK | TRUCKS | VOL. RANK |
|---|---|---|---|---|---|---|
| Alabama | Jefferson | Birmingham | 174955 | 46 | 26285 | 37 |
| | Mobile | Mobile | 81801 | 96 | 13137 | 91 |
| Arizona | Maricopa | Phoenix | 178011 | 44 | 40388 | 12 |
| California | Alameda | Oakland | 310593 | 13 | 39046 | 13 |
| | Contra Costa | Richmond | 132903 | 67 | 17651 | 64 |
| | Fresno | Fresno | 118897 | 79 | 29876 | 28 |
| | Los Angeles | Los Angeles | 2275972 | 1 | 272516 | 1 |
| | Orange | Santa Ana | 190213 | 35 | 25635 | 39 |
| | Sacramento | Sacramento | 154358 | 57 | 25883 | 38 |
| | San Bernardino | San Bernardino | 159125 | 55 | 27103 | 34 |
| | San Diego | San Diego | 283831 | 17 | 37294 | 16 |
| | San Francisco | San Francisco | 238704 | 25 | 47232 | 9 |
| | San Mateo | San Mateo | 142812 | 64 | 16255 | 70 |
| | Santa Clara | San Jose | 189748 | 36 | 30060 | 27 |
| Colorado | Denver | Denver | 186040 | 37 | 27910 | 33 |
| Connecticut | Fairfield | Bridgeport | 229560 | 28 | 24171 | 43 |
| | Hartford | Hartford | 209357 | 31 | 22061 | 48 |
| | New Haven | New Haven | 197142 | 33 | 25490 | 40 |
| Florida | Dade | Miami | 329728 | 11 | 37342 | 15 |
| | Duval | Jacksonville | 124428 | 74 | 19326 | 59 |
| | Hillsborough | Tampa | 119284 | 78 | 21996 | 49 |
| | Pinellas | St. Petersburg | 119982 | 77 | 12608 | 94 |
| Georgia | Chatham | Savannah | 46484 | 115 | 7783 | 113 |
| | DeKalb) Fulton) | Atlanta | 49320 | 114 | 5759 | 115 |
| | | | 181878 | 40 | 32100 | 22 |
| Illinois | Cook | Chicago | 1401133 | 2 | 117598 | 3 |
| Indiana | Allen | Fort Wayne | 75095 | 101 | 12478 | 96 |
| | Lake | Gary | 152635 | 58 | 19879 | 56 |
| | Marion | Indianapolis | 230901 | 27 | 37543 | 14 |
| | St. Joseph | South Bend | 80250 | 97 | 11317 | 100 |
| | Vanderburgh | Evansville | 53248 | 113 | 9303 | 111 |
| Iowa | Polk | Des Moines | 83827 | 93 | 13284 | 89 |
| Kansas | Sedgwick | Wichita | 129947 | 68 | 20263 | 54 |
| | Wyandotte | Kansas City | 67353 | 102 | 9341 | 110 |
| Kentucky | Jefferson | Louisville | 179672 | 43 | 24967 | 41 |
| Louisiana | Caddo Parish | Shreveport | 66834 | 103 | 13828 | 86 |
| | East Baton Rouge | Baton Rouge | 65393 | 107 | 11253 | 102 |
| | Orleans Parish | New Orleans | 143274 | 63 | 20759 | 53 |
| Maryland | Baltimore City) Baltimore County) | Baltimore | 276478 | 20 | 34149 | 18 |
| | | | 82074 | 95 | 9218 | 112 |
| Massachusetts | Bristol | Fall River-New Bedford | 116551 | 81 | 14364 | 83 |
| | Essex | Lynn | 166341 | 51 | 17132 | 68 |
| | Hampden | Springfield | 127515 | 71 | 15495 | 74 |
| | Middlesex | Cambridge | 347434 | 10 | 33407 | 21 |
| | Norfolk | Quincy | 156215 | 56 | 12536 | 95 |
| | Suffolk | Boston | 176902 | 45 | 24823 | 42 |
| | Worcester | Worcester | 171400 | 50 | 21940 | 50 |
| Michigan | Genesee | Flint | 128042 | 69 | 12623 | 93 |
| | Kent | Grand Rapids | 123127 | 76 | 15477 | 75 |
| | Oakland | Pontiac | 232813 | 26 | 19326 | 60 |
| | Wayne | Detroit | 909349 | 4 | 77674 | 4 |
| Minnesota | Hennepin | Minneapolis | 276513 | 19 | 31274 | 23 |
| | Ramsey | St. Paul | 140660 | 65 | 18653 | 62 |
| Missouri | Clay-Jackson | Kansas City | 213532 | 29 | 30130 | 26 |
| | St. Louis City) St. Louis County) | St. Louis | 262545 | 21 | 35911 | 17 |
| | | | 138152 | 66 | 13212 | 90 |
| Nebraska | Douglas | Omaha | 102364 | 87 | 14307 | 84 |
| New Jersey | Bergen | Hackensack | 257260 | 23 | 21304 | 52 |
| | Camden | Camden | 104304 | 86 | 11442 | 98 |
| | Essex | Newark | 280812 | 18 | 33556 | 20 |
| | Hudson | Jersey City | 146970 | 61 | 17095 | 69 |
| | Mercer | Trenton | 83294 | 94 | 11322 | 99 |
| | Middlesex | New Brunswick | 125121 | 73 | 14855 | 79 |
| | Passaic | Paterson | 127661 | 70 | 14231 | 85 |
| | Union | Elizabeth | 171963 | 48 | 15185 | 76 |
| New York | 5 Boroughs | New York | 1251424 | 3 | 119800 | 2 |
| | Albany | Albany | 76057 | 100 | 13038 | 92 |
| | Erie | Buffalo | 311257 | 12 | 33827 | 19 |
| | Monroe | Rochester | 180040 | 41 | 18093 | 63 |
| | Nassau | Hempstead | 427881 | 8 | 30838 | 24 |
| | Onondaga | Syracuse | 123861 | 75 | 16205 | 71 |
| | Suffolk | Kings Park | 185522 | 38 | 19939 | 55 |
| | Westchester | Yonkers | 262058 | 22 | 21676 | 51 |
| New Mexico | Bernalillo | Albuquerque | 63818 | 109 | 11757 | 97 |
| North Carolina | Mecklenburg | Charlotte | 78288 | 99 | 14483 | 81 |
| Ohio | Cuyahoga | Cleveland | 538628 | 5 | 44620 | 10 |
| | Franklin | Columbus | 210886 | 30 | 27035 | 35 |
| | Hamilton | Cincinnati | 241225 | 24 | 26516 | 36 |
| | Lucas | Toledo | 151742 | 59 | 14858 | 78 |
| | Montgomery | Dayton | 171523 | 49 | 17467 | 65 |
| | Stark | Canton | 114562 | 83 | 14536 | 80 |
| | Summit | Akron | 164525 | 53 | 17177 | 67 |
| | Trumbull) Mahoning) | Youngstown | 65804 | 105 | 6954 | 114 |
| | | | 93394 | 91 | 10112 | 107 |
| Oklahoma | Oklahoma | Oklahoma City | 146605 | 62 | 29448 | 29 |
| | Tulsa | Tulsa | 127047 | 72 | 23944 | 44 |
| Oregon | Multnomah | Portland | 194056 | 34 | 30182 | 25 |
| Pennsylvania | Allegheny | Pittsburgh | 437811 | 7 | 48778 | 7 |
| | Delaware | Chester | 160215 | 54 | 11251 | 103 |
| | Erie | Erie | 79282 | 98 | 10260 | 105 |
| | Lackawanna | Scranton | 61921 | 111 | 9615 | 109 |
| | Luzerne | Wilkes-Barre | 99318 | 88 | 14867 | 77 |
| | Montgomery | Norristown | 166275 | 52 | 18705 | 61 |
| | Philadelphia | Philadelphia | 442702 | 6 | 57298 | 6 |
| | Westmoreland | North Kensington | 97264 | 90 | 13672 | 88 |
| Rhode Island | Providence | Providence | 172362 | 47 | 22683 | 46 |
| Tennessee | Davidson | Nashville | 108204 | 84 | 15542 | 73 |
| | Hamilton | Chattanooga | 63692 | 110 | 10236 | 106 |
| | Knox | Knoxville | 65635 | 106 | 9913 | 108 |
| | Shelby | Memphis | 150534 | 60 | 22991 | 45 |
| Texas | Bexar | San Antonio | 179832 | 42 | 29213 | 31 |
| | Dallas | Dallas | 297233 | 16 | 48273 | 8 |
| | El Paso | El Paso | 64917 | 108 | 11285 | 101 |
| | Harris | Houston | 379574 | 9 | 64822 | 6 |
| | Nueces | Corpus Christi | 66168 | 104 | 13689 | 87 |
| | Tarrant | Fort Worth | 183902 | 39 | 28948 | 32 |
| | Travis | Austin | 59291 | 112 | 11081 | 104 |
| Utah | Salt Lake | Salt Lake City | 116482 | 82 | 19385 | 57 |
| Virginia | Henrico | Richmond | 104816 | 85 | 19336 | 58 |
| | Norfolk | Norfolk | 118240 | 80 | 14407 | 82 |
| Washington | King | Seattle | 303241 | 15 | 43912 | 11 |
| | Pierce | Tacoma | 98636 | 89 | 15893 | 72 |
| | Spokane | Spokane | 90047 | 92 | 17413 | 66 |
| Wisconsin | Milwaukee | Milwaukee | 303348 | 14 | 29443 | 30 |
| Dist. of Columbia | | Washington | 199315 | 32 | 22458 | 47 |
| Total of 115 Counties | | | 24450540 | | 3015235 | |
| Total of U. S. | | | 51432460 | | 9775950 | |

# World Motor Vehicle Registration By Continents

**January 1, 1957**

| | Passenger Cars | Trucks | Buses | Total | Motorcycles |
|---|---|---|---|---|---|
| Canada | 3,250,000 | 1,060,000 | 13,500 | 4,323,500 | 3,500 |
| United States | 54,332,295 | 10,625,536 | 254,679 | 65,212,510 | 460,000 |
| Other Western Hemisphere | 1,892,326 | 1,246,926 | 89,507 | 3,228,759 | 190,417 |
| Total Western Hemisphere | 59,474,621 | 12,932,462 | 357,686 | 72,764,769 | 653,917 |
| Europe | 14,302,139 | 7,441,672 | 256,293 | 22,000,104 | 10,879,237 |
| Asia | 985,325 | 1,325,246 | 137,720 | 2,448,291 | 1,215,435 |
| Oceania | 2,184,366 | 919,365 | 11,989 | 3,115,720 | 191,309 |
| Africa | 1,332,257 | 604,926 | 23,318 | 1,960,501 | 108,453 |
| World Total | 78,278,708 | 23,223,671 | 787,006 | 102,289,385 | 13,048,351 |

Source: Bureau of the Census, U. S. Dept. of Commerce.

# Each Maker's Percentage Of Cars on Road

**(As of July 1, 1957-1956)**

| | | Pct. 1957 | 1957 Pos. | Pct. 1956 | 1956 Pos. | Pct. Change |
|---|---|---|---|---|---|---|
| Chevrolet | 12,298,713 | 23.91 | 1 | 23.58 | 1 | + .33 |
| Ford | 10,271,549 | 19.97 | 2 | 19.31 | 2 | + .66 |
| Plymouth | 5,050,260 | 9.82 | 3 | 9.93 | 3 | — .11 |
| Buick | 4,160,429 | 8.09 | 4 | 8.12 | 4 | — .03 |
| Pontiac | 3,371,001 | 6.55 | 5 | 6.67 | 5 | — .12 |
| Oldsmobile | 3,140,962 | 6.11 | 6 | 6.01 | 6 | + .10 |
| Dodge | 2,575,530 | 5.01 | 7 | 5.17 | 7 | — .16 |
| Mercury | 2,271,928 | 4.42 | 8 | 4.34 | 8 | + .08 |
| Studebaker | 1,350,161 | 2.63 | 9 | 2.89 | 9 | — .26 |
| Chrysler | 1,299,727 | 2.53 | 10 | 2.55 | 10 | — .02 |
| Nash | 1,024,881 | 1.99 | 11 | 2.14 | 11 | — .15 |
| Cadillac | 1,013,556 | 1.97 | 12 | 1.85 | 13 | + .12 |
| DeSoto | 1,001,714 | 1.95 | 13 | 1.97 | 12 | — .02 |
| Hudson | 596,924 | 1.16 | 14 | 1.40 | 14 | — .24 |
| Packard | 535,933 | 1.04 | 15 | 1.19 | 15 | — .15 |
| Willys | 360,575 | .70 | 16 | .74 | 17 | — .04 |
| Kaiser-Frazer | 346,041 | .67 | 17 | .90 | 16 | — .23 |
| Lincoln | 294,541 | .57 | 18 | .56 | 18 | + .01 |
| Miscellaneous | 468,035 | .91 | | .68 | | + .23 |
| Total | 51,432,460 | | | | | |

Automotive News Compilation from R. L. Polk & Co. data.

# Each Maker's Percentage Of Trucks on Road

**(As of July 1, 1957-1956)**

| | | Pct. 1957 | 1957 Pos. | Pct. 1956 | 1956 Pos. | Pct. Change |
|---|---|---|---|---|---|---|
| Chevrolet | 3,353,509 | 34.31 | 1 | 34.07 | 1 | + .24 |
| Ford | 2,652,443 | 27.13 | 2 | 26.70 | 2 | + .43 |
| International | 1,053,309 | 10.77 | 3 | 10.89 | 3 | — .12 |
| Dodge-Plymouth | 985,466 | 10.08 | 4 | 10.56 | 4 | — .48 |
| GMC | 768,160 | 7.86 | 5 | 7.87 | 5 | — .01 |
| Studebaker | 265,129 | 2.71 | 6 | 2.87 | 6 | — .16 |
| Willys | 179,918 | 1.84 | 7 | 1.84 | 7 | |
| White-Sterling | 113,446 | 1.16 | 8 | 1.19 | 8 | — .03 |
| Mack | 91,379 | .93 | 9 | .93 | 9 | |
| Diamond T | 47,681 | .49 | 10 | .52 | 10 | — .03 |
| Divco | 45,924 | .47 | 11 | .48 | 11 | — .01 |
| Reo | 37,722 | .39 | 12 | .42 | 12 | — .03 |
| Brockway | 19,830 | .20 | 13 | .23 | 13 | — .03 |
| Autocar | 19,429 | .20 | 14 | .22 | 14 | — .02 |
| Federal | 9,842 | .10 | 15 | .13 | 15 | — .03 |
| Pontiac | 7,363 | .08 | 16 | .08 | 16 | |
| Miscellaneous | 125,400 | 1.28 | | 1.00 | | + .28 |
| Total | 9,775,950 | | | | | |

Automotive News Compilation from R. L. Polk & Co. data.

# Chrysler vs. General Motors

**Stock Price Ranges and Related Items**

| Year | Approx. Price Range Chrysler | Approx. Price Range GM | Price-Earn. Ratios Chrysler | Price-Earn. Ratios GM | Yield on Average Chrysler | Yield on Price GM |
|---|---|---|---|---|---|---|
| Current | 51 | 34 | 17.0* | 13.6* | 5.9* | 5.9* |
| 1957 | 82 - 52 | 48 - 33 | 6.0 - 3.8 | 16.0 -11.0 | 6.0 | 4.9 |
| 1956 | 87 - 60 | 49 - 40 | *38.2 -26.3 | 16.2 -13.2 | 4.1 | 4.5 |
| 1955 | 102 - 66 | 54 - 30 | 8.9 - 5.7 | 12.6 - 7.0 | 4.8 | 5.2 |
| 1954 | 70 - 56 | 33 - 19 | 53.0 -42.5 | 10.9 - 6.4 | 7.1 | 6.4 |
| 1953 | 96 - 59 | 23 - 18 | 11.2 - 6.9 | 10.4 - 8.1 | 7.8 | 6.5 |
| 1952 | 98 - 68 | 24 - 17 | 10.8 - 7.5 | 11.0 - 8.0 | 7.2 | 6.7 |
| 1951 | 82 - 65 | 18 - 15 | 9.9 - 7.9 | 9.6 - 8.2 | 10.2 | 8.0 |
| 1950 | 84 - 62 | 18 - 11 | 5.7 - 4.2 | 5.9 - 3.6 | 13.3 | 13.5 |
| 1949 | 68 - 44 | 12 - 9 | 4.5 - 2.9 | 5.0 - 3.5 | 9.3 | 12.8 |
| 1948 | 66 - 51 | 11 - 8 | 6.4 - 4.9 | 6.8 - 5.2 | 6.8 | 7.7 |
| 1947 | 57 - 43 | 11 - 9 | 8.7 - 5.5 | 10.5 - 8.3 | 5.2 | 5.1 |
| 1946 | 70 - 37 | 13 - 8 | 22.8 -12.1 | 45.7 -27.3 | 2.8 | 3.5 |
| 1941 | 36 - 21 | 8 - 6 | 7.8 - 4.5 | 10.9 - 6.4 | 10.5 | 9.7 |
| 1940 | 46 - 26 | 9 - 6 | 10.5 - 6.1 | 13.1 - 8.6 | 7.6 | 8.0 |
| 1939 | 47 - 26 | 10 - 6 | 11.1 - 6.3 | 14.1 - 9.0 | 6.8 | 7.5 |
| 1938 | 44 - 17 | 9 - 4 | 20.4 - 8.2 | 24.9 -11.7 | 3.2 | 3.8 |
| 1937 | 67 - 23 | 12 - 5 | 11.6 - 4.0 | 16.1 - 6.5 | 11.0 | 7.6 |
| 1936 | 69 - 42 | 13 - 9 | 9.7 - 6.0 | 14.4 -10.1 | 10.7 | 6.9 |
| 1935 | 47 - 15 | 10 - 4 | 11.7 - 3.8 | 16.1 - 7.2 | 3.2 | 5.2 |
| 1932 | 11 - 2½ | 4 - 1 | deficit | deficit | 7.5 | 7.8 |
| 1929 | 67 - 13 | 15 - 5 | 27.4 - 5.3 | 16.7 - 6.1 | 3.7 | 5.7 |

*Based on estimated 1958 earnings of $3.00 per share for Chrysler and $2.50 per share for General Motors. Current annual dividend rates are $3.00 for Chrysler and $2.00 for General Motors.

Source: Argus Research Corp.

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*Every Window of Every Pontiac is Safety Plate Glass*

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

# BIG BOLD PONTIAC

# Total Passenger Cars in Operation, Makes by Year Models

*(As of July 1, 1957)*

| Make | July 1 Totals | 1957 | 1956 | 1955 | 1954 | 1953 | 1952 | 1951 | 1950 | 1949 | 1948 | 1947 | 1946 | 1942-1945 | 1941 | 1940 | 1939 | Prior To 1939 | Year Not Given |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Buick | 4160429 | 242485 | 533261 | 696419 | 418544 | 449392 | 274992 | 354908 | 551069 | 223769 | 120595 | 104608 | 45875 | 8853 | 45818 | 35582 | 15879 | 33170 | 5210 |
| Cadillac | 1013556 | 80441 | 141239 | 129015 | 87527 | 98133 | 80457 | 95164 | 90809 | 77253 | 39902 | 37825 | 15314 | 4285 | 17811 | 6586 | 3944 | 6084 | 1767 |
| Chevrolet | 12298713 | 865684 | 1480809 | 1629330 | 1113146 | 1281230 | 784146 | 1136971 | 1235351 | 868611 | 540622 | 432430 | 211049 | 52755 | 237160 | 150793 | 92342 | 167973 | 18311 |
| Chrysler | 1299727 | 80672 | 123262 | 148850 | 94557 | 152030 | 84159 | 127339 | 151820 | 115076 | 75986 | 53531 | 30848 | 4047 | 24966 | 13028 | 6387 | 10840 | 2329 |
| DeSoto | 1001714 | 63732 | 102724 | 108095 | 70753 | 118733 | 77797 | 88441 | 115229 | 88964 | 58830 | 41860 | 25692 | 2840 | 14302 | 9378 | 5195 | 7727 | 1422 |
| Dodge | 2575530 | 154790 | 223392 | 261394 | 152439 | 284668 | 207639 | 242427 | 304535 | 242943 | 155406 | 133437 | 72491 | 11797 | 36607 | 30725 | 17066 | 39996 | 3778 |
| Ford | 10271549 | 972048 | 1360588 | 1353962 | 1100151 | 1160115 | 611606 | 879285 | 1022480 | 750153 | 153013 | 214330 | 186876 | 35482 | 101893 | 88023 | 43771 | 223980 | 13793 |
| Hudson | 596924 | 3534 | 25786 | 40866 | 43521 | 57607 | 59213 | 102082 | 84650 | 85134 | 41291 | 20778 | 14322 | 2143 | 5306 | 3500 | 1582 | 4678 | 931 |
| Kaiser-Frazer | 346041 | ..... | 246 | 551 | 7581 | 37843 | 44370 | 142924 | 12154 | 37672 | 38531 | 22147 | ..... | ..... | ..... | ..... | ..... | ..... | 2022 |
| Lincoln | 294541 | 24062 | 46899 | 25779 | 33788 | 37235 | 24630 | 26421 | 22301 | 37248 | 3360 | 4361 | 2246 | 573 | 1882 | 1289 | 659 | 1326 | 483 |
| Mercury | 2271928 | 158078 | 305409 | 310958 | 240674 | 285243 | 154599 | 261325 | 242004 | 187881 | 26517 | 37898 | 29806 | 3275 | 11175 | 8458 | 4468 | ..... | 4160 |
| Nash | 1024881 | 54282 | 69599 | 93857 | 77353 | 113040 | 128777 | 181399 | 113063 | 66859 | 53125 | 33358 | 20563 | 2091 | 5363 | 3338 | 1764 | 5377 | 1673 |
| Oldsmobile | 3140962 | 225633 | 454641 | 550184 | 334637 | 310471 | 191092 | 245410 | 333577 | 201511 | 96838 | 75152 | 32982 | 5436 | 30487 | 19675 | 9326 | 19978 | 3932 |
| Packard | 535933 | 2382 | 26139 | 50595 | 28842 | 81004 | 55267 | 80640 | 52035 | 58909 | 43723 | 14873 | 8688 | 3225 | 8057 | 7731 | 3508 | 9375 | 940 |
| Plymouth | 5050260 | 351621 | 477194 | 606802 | 384420 | 565534 | 327055 | 505648 | 507684 | 463014 | 254621 | 201145 | 110470 | 21317 | 97699 | 60819 | 34356 | 73438 | 7423 |
| Pontiac | 3371001 | 187914 | 380631 | 519385 | 272998 | 388304 | 245646 | 326681 | 382356 | 231541 | 155363 | 110856 | 49959 | 9429 | 40988 | 25525 | 13851 | 24801 | 4773 |
| Studebaker | 1350161 | 35599 | 67609 | 110281 | 67095 | 144165 | 152338 | 210944 | 261863 | 90333 | 101602 | 58953 | 6841 | 4979 | 14641 | 8421 | 5052 | 7400 | 2045 |
| Willys | 360575 | 6749 | 11436 | 16084 | 16677 | 51261 | 39126 | 33071 | 34246 | 30483 | 42905 | 33791 | 24747 | 10690 | 3005 | 1932 | 586 | 2250 | 1536 |
| Miscellaneous | 468035 | 96899 | 85298 | 47272 | 31981 | 36201 | 32331 | 31234 | 21441 | 13602 | 18769 | 5678 | 1847 | 1302 | 1379 | 1050 | 950 | 7800 | 33001 |
| TOTALS | 51432460 | 3606605 | 5916162 | 6699679 | 4576684 | 5652209 | 3575240 | 5072314 | 5538667 | 3870956 | 2020999 | 1637011 | 890616 | 184519 | 698539 | 475853 | 260686 | 646193 | 109528 |

—Compiled by R. L. Polk & Co.

# Total Passenger Cars in Operation, States by Makes

*As of July 1, 1957*

| STATE | Total | Buick | Cadillac | Chevrolet | Chrysler | DeSoto | Dodge | Ford | Hudson | Kaiser Frazer | Lincoln | Mercury | Nash | Oldsmobile | Packard | Plymouth | Pontiac | Studebaker | Willys | Misc. | STATE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Alabama | 825422 | 58112 | 11263 | 247475 | 13481 | 9380 | 30475 | 194653 | 7027 | 4251 | 3472 | 36149 | 10156 | 41673 | 5207 | 74708 | 49578 | 18453 | 6171 | 3738 | Alabama |
| Arizona | 340348 | 26415 | 8564 | 81768 | 8846 | 5894 | 14526 | 70009 | 4732 | 2805 | 2466 | 16009 | 7347 | 19046 | 4023 | 29747 | 20563 | 11010 | 2759 | 3884 | Arizona |
| Arkansas | 390709 | 22767 | 4369 | 113848 | 5990 | 4957 | 16341 | 96133 | 3087 | 2207 | 1434 | 17046 | 5271 | 18501 | 2414 | 40029 | 22622 | 9011 | 3428 | 1254 | Arkansas |
| California | 5279102 | 441806 | 172463 | 1127982 | 146845 | 112726 | 246868 | 974860 | 68831 | 36619 | 46036 | 277555 | 111844 | 332687 | 59571 | 449269 | 332579 | 180754 | 36571 | 124216 | California |
| Colorado | 576621 | 43485 | 11576 | 142558 | 16252 | 9182 | 27126 | 110661 | 10061 | 3126 | 4163 | 28851 | 13461 | 33980 | 6279 | 51069 | 34510 | 14669 | 11503 | 4109 | Colorado |
| Connecticut | 796082 | 67324 | 18940 | 160571 | 24876 | 16912 | 46832 | 133854 | 11555 | 6585 | 5332 | 34685 | 20460 | 53958 | 12009 | 81601 | 59125 | 22528 | 6346 | 12589 | Connecticut |
| Delaware | 143348 | 11784 | 2834 | 37009 | 3139 | 2346 | 7118 | 26948 | 1114 | 1041 | 891 | 5797 | 2064 | 9255 | 1280 | 14185 | 10453 | 4404 | 600 | 1086 | Delaware |
| District of Columbia | 199315 | 16803 | 5333 | 41991 | 6289 | 4506 | 11817 | 32365 | 2276 | 979 | 1384 | 7801 | 2642 | 13168 | 2645 | 27228 | 14669 | 3847 | 699 | 2873 | District of Columbia |
| Florida | 1458552 | 120471 | 47498 | 326191 | 38444 | 25940 | 68753 | 290745 | 16594 | 11545 | 12685 | 66483 | 28316 | 93523 | 18292 | 127189 | 88929 | 36903 | 17722 | 22129 | Florida |
| Georgia | 951725 | 62637 | 14555 | 269601 | 14438 | 10330 | 37317 | 250494 | 5503 | 4089 | 3603 | 41021 | 10448 | 48700 | 6041 | 81224 | 60812 | 20982 | 3414 | 6516 | Georgia |
| Idaho | 215618 | 17421 | 3673 | 50930 | 5718 | 4152 | 10631 | 38401 | 4261 | 2007 | 1412 | 9908 | 5954 | 12322 | 2243 | 18865 | 12978 | 6708 | 4763 | 1271 | Idaho |
| Illinois | 3834458 | 284407 | 66300 | 678393 | 83206 | 63155 | 154380 | 536570 | 48505 | 20320 | 18844 | 137132 | 77674 | 205980 | 33794 | 309465 | 204355 | 76890 | 16826 | 17932 | Illinois |
| Indiana | 1501797 | 128738 | 23293 | 363979 | 35176 | 32976 | 73425 | 286095 | 18812 | 10406 | 7506 | 57687 | 31660 | 91339 | 14643 | 151328 | 99738 | 63144 | 7175 | 6677 | Indiana |
| Iowa | 907484 | 64176 | 10401 | 244380 | 21085 | 14229 | 45365 | 197274 | 10075 | 7620 | 3628 | 38855 | 17726 | 48607 | 7519 | 89187 | 53867 | 24729 | 5082 | 3679 | Iowa |
| Kansas | 780766 | 55378 | 9195 | 212964 | 16551 | 11447 | 34801 | 172696 | 10601 | 6527 | 3437 | 33456 | 17494 | 41563 | 6797 | 72735 | 48144 | 20153 | 3835 | 2992 | Kansas |
| Kentucky | 776577 | 58140 | 9446 | 227222 | 14477 | 10402 | 33789 | 172827 | 7112 | 4639 | 2398 | 28442 | 11658 | 41590 | 6095 | 72855 | 48076 | 17183 | 7676 | 2550 | Kentucky |
| Louisiana | 771569 | 51963 | 11451 | 218176 | 13567 | 10517 | 30759 | 179503 | 4326 | 4702 | 3257 | 31954 | 8336 | 43669 | 5561 | 71726 | 52130 | 20073 | 5942 | 3958 | Louisiana |
| Maine | 253265 | 18793 | 3738 | 63909 | 5338 | 4845 | 13491 | 46815 | 3964 | 1821 | 1034 | 9729 | 6005 | 13108 | 2427 | 26816 | 17681 | 6708 | 4415 | 2628 | Maine |
| Maryland | 755950 | 57622 | 11688 | 186411 | 19183 | 15070 | 41328 | 141520 | 9110 | 5659 | 3983 | 29538 | 13709 | 40939 | 9080 | 89582 | 51054 | 20058 | 4432 | 5984 | Maryland |
| Massachusetts | 1456810 | 118780 | 29730 | 304833 | 38663 | 35036 | 78944 | 268159 | 18401 | 8250 | 8144 | 58595 | 39985 | 109724 | 15057 | 159667 | 105934 | 34079 | 9532 | 15297 | Massachusetts |
| Michigan | 2612987 | 231488 | 42257 | 606323 | 55699 | 48367 | 127073 | 597773 | 29205 | 15127 | 15605 | 121874 | 49051 | 157157 | 22918 | 243209 | 175681 | 46517 | 13492 | 14171 | Michigan |
| Minnesota | 1111141 | 83437 | 14708 | 279364 | 28270 | 20482 | 50995 | 237657 | 13921 | 9280 | 4878 | 47113 | 23379 | 67158 | 11888 | 109429 | 65971 | 33828 | 5597 | 3784 | Minnesota |
| Mississippi | 429125 | 28136 | 4875 | 126665 | 7524 | 5011 | 15172 | 108617 | 2495 | 2074 | 1410 | 17198 | 4442 | 19887 | 2616 | 41760 | 26285 | 10153 | 3248 | 1557 | Mississippi |
| Missouri | 1209343 | 80695 | 16385 | 338591 | 24241 | 21180 | 52837 | 248265 | 10127 | 6263 | 4741 | 50898 | 27059 | 64029 | 10744 | 135630 | 73710 | 28955 | 7307 | 6736 | Missouri |
| Montana | 213570 | 14989 | 3291 | 53052 | 5672 | 3416 | 10817 | 42490 | 4140 | 1637 | 1256 | 9360 | 4571 | 12587 | 2449 | 19180 | 11451 | 7340 | 4310 | 1562 | Montana |
| Nebraska | 485045 | 34425 | 4993 | 131809 | 12101 | 6211 | 20335 | 115613 | 4352 | 3651 | 2006 | 22534 | 7642 | 22375 | 4071 | 47912 | 27628 | 13330 | 2942 | 1115 | Nebraska |
| Nevada | 103733 | 9455 | 4170 | 19449 | 3537 | 2226 | 4614 | 19310 | 1372 | 885 | 1137 | 5484 | 1933 | 6962 | 1605 | 8905 | 7023 | 4296 | 1177 | 1393 | Nevada |
| New Hampshire | 168457 | 12207 | 2545 | 41895 | 3446 | 2887 | 9047 | 31347 | 2979 | 1085 | 899 | 6878 | 4666 | 9543 | 1555 | 16376 | 12165 | 4441 | 2208 | 2296 | New Hampshire |
| New Jersey | 1822523 | 160465 | 47985 | 373383 | 64576 | 47813 | 108630 | 300481 | 23088 | 14321 | 11683 | 84823 | 34505 | 116879 | 25261 | 194356 | 139402 | 46388 | 11828 | 16656 | New Jersey |
| New Mexico | 226327 | 16664 | 4480 | 59895 | 5438 | 3274 | 6369 | 47102 | 2049 | 1259 | 1469 | 11811 | 3706 | 12633 | 1928 | 18288 | 13998 | 6708 | 3292 | 2964 | New Mexico |
| New York | 3975544 | 366613 | 95489 | 784340 | 138935 | 105832 | 260254 | 633475 | 46207 | 25429 | 25708 | 176101 | 78934 | 290396 | 48337 | 429654 | 295198 | 93267 | 26377 | 57798 | New York |
| North Carolina | 1127287 | 76910 | 16561 | 309846 | 18825 | 15609 | 42817 | 293431 | 8053 | 6639 | 4194 | 44966 | 13581 | 85336 | 8486 | 96696 | 70837 | 25075 | 5002 | 4423 | North Carolina |
| North Dakota | 198216 | 11730 | 1645 | 54474 | 5046 | 3511 | 8826 | 47763 | 1883 | 1415 | 810 | 8208 | 3623 | 9448 | 1536 | 21671 | 9335 | 5158 | 1690 | 444 | North Dakota |
| Ohio | 3061315 | 272500 | 56192 | 680547 | 83373 | 68833 | 177328 | 589021 | 35899 | 22079 | 18221 | 139380 | 55986 | 196588 | 35022 | 302196 | 222720 | 69422 | 20729 | 15479 | Ohio |
| Oklahoma | 717429 | 51646 | 11645 | 200325 | 12349 | 10416 | 27118 | 173927 | 5817 | 2865 | 3425 | 34264 | 10983 | 39796 | 5098 | 60886 | 44890 | 16503 | 2497 | 2979 | Oklahoma |
| Oregon | 606464 | 45831 | 10768 | 146177 | 15746 | 13510 | 29953 | 112633 | 9324 | 5969 | 4028 | 26846 | 17104 | 35367 | 7059 | 54282 | 37793 | 20624 | 5156 | 8294 | Oregon |
| Pennsylvania | 3214282 | 274188 | 56158 | 707523 | 99314 | 81531 | 196385 | 551730 | 39936 | 26329 | 17394 | 129710 | 66760 | 194255 | 47078 | 394118 | 298599 | 79957 | 23696 | 19611 | Pennsylvania |
| Rhode Island | 248893 | 18898 | 5610 | 55522 | 7006 | 5085 | 13366 | 45014 | 3333 | 2082 | 1321 | 9488 | 7052 | 16799 | 2754 | 28064 | 16411 | 6825 | 1477 | 2786 | Rhode Island |
| South Carolina | 583140 | 34621 | 7136 | 177821 | 7323 | 6719 | 20563 | 158405 | 4239 | 3732 | 1910 | 21387 | 6675 | 32172 | 3880 | 47935 | 32910 | 12103 | 2065 | 2544 | South Carolina |
| South Dakota | 217592 | 14821 | 2119 | 58566 | 4808 | 3271 | 10590 | 48497 | 2542 | 2099 | 952 | 10092 | 4388 | 10912 | 2406 | 22081 | 11588 | 6173 | 1067 | 620 | South Dakota |
| Tennessee | 846311 | 62098 | 11571 | 239892 | 13719 | 11474 | 37666 | 195374 | 6511 | 4058 | 2780 | 32489 | 12116 | 43572 | 6074 | 84559 | 53112 | 19422 | 5952 | 3872 | Tennessee |
| Texas | 2786405 | 208415 | 52150 | 782530 | 50352 | 32336 | 114177 | 652183 | 16982 | 11054 | 13870 | 130321 | 32624 | 165613 | 17191 | 237911 | 171301 | 67647 | 15032 | 14716 | Texas |
| Utah | 251898 | 22303 | 5988 | 55488 | 7428 | 6088 | 11231 | 44956 | 4819 | 2161 | 1918 | 13270 | 5356 | 17137 | 2865 | 20272 | 17470 | 8013 | 3100 | 2035 | Utah |
| Vermont | 107540 | 8613 | 1367 | 26455 | 2718 | 1776 | 5711 | 20352 | 1102 | 694 | 375 | 3596 | 2701 | 5510 | 1303 | 11288 | 6926 | 2510 | 3286 | 1257 | Vermont |
| Virginia | 978255 | 71075 | 14317 | 241559 | 21964 | 17477 | 46086 | 219683 | 10371 | 6472 | 4476 | 39997 | 14310 | 50697 | 9959 | 107645 | 63028 | 24071 | 7152 | 7916 | Virginia |
| Washington | 924047 | 69175 | 17227 | 209759 | 25584 | 20943 | 47449 | 176531 | 14556 | 9509 | 5562 | 36728 | 26345 | 54692 | 11356 | 85558 | 54518 | 31977 | 8922 | 17656 | Washington |
| West Virginia | 497226 | 37792 | 5721 | 129384 | 12510 | 8280 | 29099 | 100479 | 5602 | 3658 | 2175 | 20034 | 9098 | 23641 | 5911 | 56577 | 30927 | 11859 | 4290 | 2189 | West Virginia |
| Wisconsin | 1178594 | 105409 | 17917 | 279416 | 27355 | 23223 | 58810 | 217874 | 18272 | 9469 | 5451 | 44828 | 51982 | 80025 | 12084 | 105943 | 75852 | 33688 | 5627 | 5369 | Wisconsin |
| Wyoming | 112253 | 9609 | 1966 | 28532 | 3284 | 2131 | 5126 | 20982 | 1801 | 553 | 778 | 5357 | 2099 | 6464 | 1332 | 9464 | 6475 | 2675 | 3174 | 451 | Wyoming |
| TOTAL | 51432460 | 4160429 | 1013556 | 12298713 | 1299727 | 1001714 | 2575530 | 10271549 | 596924 | 346041 | 294541 | 2271928 | 1024881 | 3140962 | 535933 | 5050260 | 3371001 | 1350161 | 360575 | 468035 | TOTAL |

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# Total Trucks in Operation, States by Makes

*As of July 1, 1957*

| STATE | Total | Autocar | Brockway | Chevrolet | Diamond T | Divco | Dodge-Plymouth | Federal | Ford | GMC | International | Mack | Pontiac | Reo | Studebaker | Willys-Sterling | Willys | Misc. | STATE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Alabama | 191623 | 48 | 6 | 77424 | 242 | 354 | 17102 | 58 | 52062 | 17619 | 16610 | 1555 | 64 | 334 | 4557 | 1728 | 1379 | 481 | Alabama |
| Arizona | 86659 | 104 | 12 | 30280 | 187 | 194 | 8458 | 36 | 23972 | 8469 | 7067 | 304 | 36 | 284 | 2521 | 598 | 3195 | 942 | Arizona |
| Arkansas | 157865 | 8 | | 62234 | 265 | 5 | 11480 | 40 | 45826 | 15356 | 13079 | 309 | 15 | 175 | 3891 | 652 | 1533 | 2997 | Arkansas |
| California | 861722 | 2204 | 58 | 290305 | 3499 | 3542 | 102289 | 518 | 238560 | 81260 | 68759 | 3743 | 1803 | 2890 | 23003 | 6925 | 15767 | 16397 | California |
| Colorado | 158136 | 246 | 6 | 56721 | 835 | 456 | 14777 | 164 | 41673 | 13953 | 17056 | 835 | 63 | 544 | 4615 | 975 | 3488 | 1729 | Colorado |
| Connecticut | 98356 | 961 | 743 | 28145 | 1185 | 1425 | 11298 | 513 | 22782 | 7152 | 12451 | 2991 | 72 | 770 | 2932 | 1945 | 1747 | 1244 | Connecticut |
| Delaware | 27715 | 108 | 85 | 9265 | 153 | 145 | 2844 | 12 | 6292 | 2441 | 3356 | 677 | 77 | 84 | 627 | 579 | 568 | 402 | Delaware |
| District of Columbia | 22458 | 163 | 71 | 6788 | 179 | 712 | 2135 | 33 | 5675 | 2434 | 2583 | 391 | 14 | 239 | 202 | 439 | 288 | 112 | District of Columbia |
| Florida | 242067 | 272 | 43 | 82279 | 996 | 1108 | 23613 | 170 | 70610 | 18241 | 20776 | 3990 | 102 | 1426 | 7925 | 3357 | 5179 | 1980 | Florida |
| Georgia | 240245 | 31 | 6 | 87132 | 437 | 169 | 21042 | 88 | 74963 | 18436 | 21733 | 1804 | 78 | 450 | 6095 | 2309 | 3626 | 1846 | Georgia |
| Idaho | 86181 | 31 | 1 | 28248 | 440 | 71 | 8827 | 84 | 20190 | 8995 | 10756 | 408 | 33 | 336 | 3752 | 335 | 2595 | 1079 | Idaho |
| Illinois | 411683 | 715 | 22 | 135474 | 5780 | 2695 | 42824 | 362 | 103934 | 28022 | 62201 | 2652 | 194 | 2026 | 11098 | 5932 | 3411 | 4341 | Illinois |
| Indiana | 307991 | 156 | 54 | 100416 | 1500 | 1451 | 32387 | 201 | 81842 | 20363 | 41767 | 1382 | 184 | 1373 | 12823 | 4325 | 5164 | 2603 | Indiana |
| Iowa | 220655 | 30 | 2 | 77321 | 1467 | 614 | 20304 | 90 | 60854 | 12287 | 34899 | 562 | 72 | 731 | 6535 | 1226 | 2061 | 1600 | Iowa |
| Kansas | 229847 | 27 | 1 | 88676 | 1001 | 305 | 18828 | 164 | 63765 | 16935 | 27746 | 167 | 129 | 647 | 6462 | 1041 | 3140 | 813 | Kansas |
| Kentucky | 189607 | 82 | 9 | 72814 | 659 | 320 | 17067 | 161 | 51001 | 16076 | 19529 | 720 | 149 | 652 | 4986 | 1236 | 3342 | 804 | Kentucky |
| Louisiana | 183320 | 37 | 1 | 69933 | 855 | 119 | 13760 | 46 | 56753 | 15127 | 16541 | 789 | 39 | 294 | 4905 | 1221 | 1766 | 1134 | Louisiana |
| Maine | 63448 | 61 | 132 | 20781 | 189 | 272 | 6289 | 105 | 16860 | 5732 | 7682 | 954 | 51 | 187 | 1854 | 510 | 1119 | 670 | Maine |
| Maryland | 111944 | 399 | 627 | 37530 | 330 | 809 | 13547 | 288 | 28672 | 7618 | 13178 | 2012 | 69 | 693 | 2342 | 2228 | 1073 | 529 | Maryland |
| Massachusetts | 170386 | 2021 | 1612 | 43166 | 1604 | 3074 | 18996 | 318 | 47949 | 11414 | 19320 | 4924 | 162 | 1549 | 3770 | 5105 | 2428 | 2974 | Massachusetts |
| Michigan | 305933 | 234 | 21 | 104387 | 1119 | 3326 | 34403 | 262 | 100201 | 21963 | 21512 | 1396 | 168 | 1671 | 6611 | 2367 | 4481 | 1811 | Michigan |
| Minnesota | 241843 | 158 | 9 | 79242 | 1347 | 809 | 23053 | 384 | 70442 | 15057 | 34995 | 929 | 110 | 824 | 8238 | 1518 | 3317 | 1411 | Minnesota |
| Mississippi | 145921 | 7 | 4 | 67459 | 147 | 12 | 11947 | 38 | 47359 | 16891 | 14752 | 428 | 39 | 95 | 3937 | 382 | 1777 | 647 | Mississippi |
| Missouri | 282182 | 191 | 5 | 111783 | 993 | 1111 | 25817 | 151 | 70533 | 24677 | 30314 | 1119 | 58 | 846 | 7419 | 3470 | 1789 | 1906 | Missouri |
| Montana | 91341 | 36 | | 29486 | 526 | 72 | 7904 | 82 | 22609 | 7750 | 13074 | 272 | 19 | 349 | 3338 | 403 | 4390 | 1031 | Montana |
| Nebraska | 146519 | 15 | 1 | 49222 | 1338 | 219 | 11117 | 94 | 41419 | 10423 | 21360 | 314 | 52 | 343 | 4775 | 1016 | 3944 | 867 | Nebraska |
| Nevada | 29499 | 31 | | 8713 | 82 | 19 | 3337 | 18 | 7934 | 3304 | 2614 | 120 | 12 | 57 | 1226 | 82 | 1555 | 395 | Nevada |
| New Hampshire | 38267 | 87 | 79 | 11700 | 124 | 202 | 4154 | 59 | 10388 | 2644 | 3893 | 1143 | 57 | 278 | 888 | 376 | 1370 | 825 | New Hampshire |
| New Jersey | 225251 | 1741 | 3222 | 64709 | 1851 | 3113 | 26590 | 588 | 55379 | 19098 | 23252 | 6350 | 879 | 961 | 4693 | 5555 | 3597 | 3673 | New Jersey |
| New Mexico | 67697 | 50 | 2 | 28358 | 152 | 17 | 5421 | 34 | 16032 | 6636 | 5376 | 603 | 21 | 127 | 2197 | 524 | 1138 | 1009 | New Mexico |
| New York | 455660 | 4185 | 7966 | 112840 | 4552 | 4648 | 54548 | 1439 | 96700 | 32547 | 53449 | 16113 | 383 | 4276 | 8831 | 10863 | 9118 | 32802 | New York |
| North Carolina | 271064 | 185 | 19 | 106427 | 563 | 515 | 24585 | 124 | 76803 | 19346 | 19486 | 3211 | 134 | 507 | 7826 | 2938 | 6885 | 1510 | North Carolina |
| North Dakota | 95466 | 7 | | 31134 | 434 | 46 | 8559 | 138 | 27038 | 5680 | 16997 | 112 | 11 | 237 | 3174 | 121 | 1452 | 326 | North Dakota |
| Ohio | 390542 | 667 | 136 | 120972 | 1764 | 3864 | 44897 | 611 | 109752 | 26407 | 48307 | 3686 | 260 | 2238 | 10209 | 8770 | 5846 | 2156 | Ohio |
| Oklahoma | 237060 | 64 | 1 | 90398 | 301 | 334 | 19677 | 79 | 69166 | 18356 | 24688 | 649 | 61 | 694 | 6022 | 1755 | 4068 | 747 | Oklahoma |
| Oregon | 159843 | 196 | 4 | 48280 | 824 | 413 | 17686 | 277 | 37465 | 15576 | 17629 | 1342 | 104 | 547 | 5151 | 1467 | 9219 | 3663 | Oregon |
| Pennsylvania | 467880 | 2096 | 4149 | 138009 | 3012 | 4112 | 61519 | 762 | 116545 | 32804 | 56377 | 9381 | 592 | 2778 | 12101 | 9707 | 8966 | 4970 | Pennsylvania |
| Rhode Island | 33184 | 500 | 66 | 9351 | 275 | 566 | 3801 | 26 | 9233 | 1911 | 4117 | 739 | 28 | 196 | 861 | 592 | 505 | 417 | Rhode Island |
| South Carolina | 128532 | 61 | 3 | 52942 | 127 | 50 | 12104 | 28 | 37482 | 8509 | 9047 | 1075 | 108 | 164 | 2909 | 921 | 2455 | 547 | South Carolina |
| South Dakota | 78415 | 6 | | 24335 | 560 | 51 | 7492 | 69 | 19547 | 5147 | 14081 | 72 | 17 | 237 | 2617 | 152 | 3427 | 405 | South Dakota |
| Tennessee | 191446 | 40 | 38 | 73582 | 352 | 306 | 18361 | 142 | 50610 | 17345 | 18346 | 1627 | 50 | 329 | 5021 | 2253 | 1481 | 1563 | Tennessee |
| Texas | 726286 | 429 | 7 | 292399 | 1550 | 887 | 56466 | 142 | 214213 | 56162 | 61232 | 3292 | 188 | 1116 | 17704 | 7731 | 9308 | 3460 | Texas |
| Utah | 56053 | 30 | | 19019 | 290 | 141 | 5250 | 61 | 14283 | 5492 | 6192 | 402 | 46 | 165 | 1545 | 463 | 1499 | 1155 | Utah |
| Vermont | 24674 | 24 | 100 | 7486 | 92 | 48 | 2838 | 43 | 6104 | 2332 | 3337 | 281 | 7 | 131 | 655 | 83 | 797 | 316 | Vermont |
| Virginia | 194756 | 243 | 215 | 71865 | 453 | 785 | 20443 | 165 | 55836 | 13504 | 17975 | 1957 | 81 | 566 | 5227 | 1954 | 2883 | 604 | Virginia |
| Washington | 202110 | 120 | 4 | 58604 | 967 | 686 | 25187 | 140 | 50044 | 19089 | 25246 | 1444 | 220 | 869 | 6172 | 1459 | 4650 | 7209 | Washington |
| West Virginia | 129441 | 143 | 286 | 42078 | 383 | 394 | 14781 | 222 | 33303 | 10996 | 11085 | 1075 | 91 | 427 | 3225 | 1359 | 8958 | 635 | West Virginia |
| Wisconsin | 227556 | 151 | 2 | 77061 | 1206 | 1319 | 21458 | 204 | 59902 | 15300 | 30991 | 879 | 149 | 902 | 6288 | 2164 | 5259 | 4321 | Wisconsin |
| Wyoming | 49621 | 28 | | 16736 | 294 | 19 | 4204 | 9 | 11886 | 4884 | 6496 | 199 | 12 | 108 | 1354 | 335 | 2715 | 342 | Wyoming |
| TOTAL | 9775950 | 19429 | 19830 | 3353509 | 47681 | 48924 | 985466 | 9842 | 2652443 | 768160 | 1053309 | 91379 | 7363 | 37722 | 265129 | 113446 | 179918 | 125400 | TOTAL |

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Meguiar's

# MIRROR GLAZE

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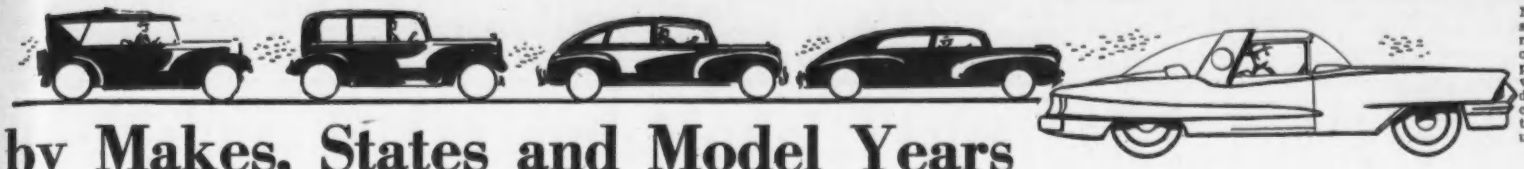
N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

# Cars in Operation in the United States

| | Alabama | Arizona | Arkansas | California | Colorado | Connecticut | Delaware | District of Columbia | Florida | Georgia | Idaho | Illinois | Indiana | Iowa | Kansas | Kentucky | Louisiana | Maine | Maryland | Massachusetts | Michigan | Minnesota | Mississippi | Missouri | Montana |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Buick July 1, Total** | 58112 | 26415 | 22767 | 441806 | 43485 | 67324 | 11784 | 16863 | 120471 | 62637 | 17421 | 284607 | 128738 | 64176 | 55378 | 58140 | 51962 | 18793 | 57622 | 118780 | 231488 | 83437 | 28136 | 80695 | 14989 |
| '57 | 4088 | 1480 | 1485 | 20261 | 1868 | 2963 | 722 | 897 | 7225 | 4300 | 671 | 18139 | 8262 | 4027 | 3267 | 3679 | 3543 | 944 | 2803 | 5942 | 17985 | 5672 | 1915 | 3708 | 949 |
| '56 | 8104 | 2891 | 2991 | 51160 | 4182 | 7471 | 1672 | 2180 | 16455 | 8762 | 2110 | 37718 | 15603 | 7294 | 6786 | 6781 | 7616 | 2072 | 7891 | 13884 | 34587 | 9921 | 3957 | 9614 | 1879 |
| '55 | 8745 | 4071 | 3659 | 79718 | 5502 | 9869 | 2132 | 3051 | 19807 | 9792 | 2422 | 49859 | 23136 | 9066 | 8270 | 8599 | 8234 | 2320 | 9189 | 17807 | 52195 | 11567 | 4182 | 13633 | 1930 |
| '54 | 5072 | 2313 | 2047 | 38824 | 3836 | 6720 | 1151 | 1661 | 12276 | 5624 | 1548 | 32956 | 14379 | 6417 | 5694 | 5140 | 5006 | 1669 | 6693 | 11880 | 27869 | 8151 | 2506 | 7940 | 1434 |
| '53 | 6923 | 2822 | 2701 | 38125 | 4365 | 7006 | 1272 | 1736 | 13605 | 7552 | 1778 | 34489 | 14707 | 6664 | 6090 | 6189 | 6155 | 1967 | 5970 | 12993 | 26461 | 9733 | 3009 | 9057 | 1579 |
| '52 | 3739 | 1866 | 1697 | 25472 | 3257 | 4217 | 715 | 1037 | 8285 | 4405 | 1347 | 19435 | 8789 | 4087 | 3950 | 3744 | 3600 | 1294 | 3756 | 7761 | 14264 | 5709 | 2019 | 5578 | 1122 |
| '51 | 5164 | 2371 | 2034 | 34787 | 4381 | 5605 | 916 | 1364 | 9847 | 5710 | 1630 | 24253 | 11030 | 5928 | 5027 | 5270 | 4319 | 1692 | 4504 | 10139 | 15909 | 7398 | 2480 | 6986 | 1418 |
| '50 | 8667 | 3719 | 3238 | 58622 | 7514 | 8913 | 1363 | 2175 | 15896 | 8797 | 2540 | 34727 | 16174 | 9777 | 7801 | 8696 | 7174 | 2691 | 6407 | 15304 | 21984 | 12283 | 4049 | 11372 | 2242 |
| '49 | 2726 | 1504 | 1058 | 26413 | 2703 | 4572 | 553 | 1021 | 6233 | 2638 | 1081 | 13609 | 6254 | 3926 | 2967 | 3697 | 2611 | 1232 | 3363 | 7883 | 7778 | 4310 | 1420 | 4620 | 771 |
| '48 | 1425 | 877 | 586 | 16504 | 1510 | 2485 | 372 | 500 | 3192 | 1496 | 576 | 6323 | 3352 | 2075 | 1552 | 1953 | 1139 | 743 | 2296 | 4370 | 4655 | 2498 | 733 | 2465 | 428 |
| '47 | 1280 | 865 | 501 | 14699 | 1463 | 2381 | 304 | 348 | 2768 | 1224 | 541 | 5357 | 2858 | 1677 | 1386 | 1817 | 973 | 731 | 1353 | 3994 | 3140 | 2135 | 721 | 2209 | 407 |
| '46 | 623 | 411 | 211 | 7166 | 652 | 1054 | 114 | 168 | 1271 | 563 | 278 | 2048 | 1196 | 773 | 619 | 768 | 490 | 328 | 667 | 1666 | 1225 | 912 | 330 | 971 | 178 |
| '45-'42 | 121 | 108 | 37 | 1930 | 143 | 200 | 19 | 19 | 199 | 121 | 70 | 384 | 230 | 165 | 103 | 124 | 101 | 42 | 476 | 208 | 158 | 166 | 71 | 165 | 45 |
| '41 | 572 | 433 | 203 | 10307 | 756 | 1249 | 88 | 134 | 1157 | 548 | 326 | 1722 | 949 | 728 | 713 | 588 | 421 | 276 | 508 | 1599 | 991 | 935 | 269 | 847 | 215 |
| '40 | 390 | 263 | 148 | 7165 | 496 | 1039 | 96 | 113 | 924 | 437 | 226 | 1383 | 720 | 575 | 471 | 468 | 256 | 337 | 628 | 1502 | 887 | 775 | 194 | 658 | 141 |
| '39 | 194 | 119 | 69 | 3000 | 226 | 528 | 40 | 51 | 376 | 178 | 66 | 635 | 306 | 302 | 217 | 224 | 109 | 159 | 247 | 603 | 360 | 409 | 103 | 320 | 72 |
| Prior to '39 | 220 | 285 | 87 | 7566 | 611 | 1011 | 69 | 113 | 626 | 271 | 192 | 1285 | 676 | 613 | 442 | 356 | 133 | 287 | 496 | 1091 | 774 | 835 | 125 | 512 | 160 |
| Year Not Given | 59 | 17 | 15 | 87 | 20 | 41 | 186 | 235 | 349 | 219 | 19 | 285 | 117 | 82 | 23 | 47 | 82 | 9 | 375 | 154 | 266 | 28 | 53 | 40 | 71 |
| **Cadillac July 1, Total** | 11263 | 8564 | 4369 | 172463 | 11576 | 18940 | 2834 | 5333 | 47498 | 14555 | 3673 | 66300 | 23293 | 10401 | 9195 | 9446 | 11451 | 3738 | 11688 | 29730 | 42257 | 14708 | 4875 | 16385 | 3291 |
| '57 | 835 | 623 | 432 | 10285 | 573 | 1122 | 246 | 495 | 3278 | 1250 | 194 | 6264 | 2155 | 864 | 869 | 684 | 995 | 243 | 843 | 1955 | 7010 | 1359 | 440 | 1223 | 317 |
| '56 | 1482 | 1022 | 687 | 19013 | 1248 | 2045 | 412 | 843 | 6922 | 2073 | 539 | 11216 | 3641 | 1483 | 1413 | 1146 | 1865 | 445 | 1664 | 3318 | 8622 | 2135 | 746 | 2479 | 487 |
| '55 | 1218 | 927 | 614 | 18985 | 1332 | 2232 | 377 | 725 | 6311 | 1723 | 437 | 9884 | 3194 | 1419 | 1314 | 1006 | 1513 | 404 | 1401 | 3387 | 6194 | 1890 | 711 | 2368 | 436 |
| '54 | 892 | 699 | 351 | 14471 | 913 | 1541 | 244 | 457 | 4389 | 1131 | 311 | 6352 | 2013 | 911 | 792 | 713 | 1001 | 283 | 1154 | 2434 | 3565 | 1241 | 350 | 1477 | 286 |
| '53 | 1097 | 817 | 386 | 15518 | 1145 | 1801 | 284 | 454 | 4680 | 1391 | 419 | 6902 | 2360 | 1024 | 935 | 838 | 1088 | 300 | 1056 | 2835 | 3975 | 1377 | 445 | 1599 | 362 |
| '52 | 951 | 786 | 330 | 14227 | 1054 | 1433 | 219 | 380 | 3773 | 1176 | 338 | 5106 | 1850 | 813 | 722 | 778 | 874 | 254 | 835 | 2277 | 2730 | 1151 | 350 | 1128 | 291 |
| '51 | 1245 | 867 | 399 | 17245 | 1241 | 1831 | 257 | 465 | 4331 | 1441 | 401 | 5497 | 2085 | 966 | 772 | 918 | 1068 | 321 | 937 | 2894 | 2760 | 1375 | 427 | 1467 | 299 |
| '50 | 1098 | 767 | 370 | 19314 | 1208 | 1762 | 202 | 422 | 4025 | 1262 | 361 | 4954 | 1728 | 941 | 763 | 897 | 1043 | 339 | 1000 | 2828 | 2170 | 1233 | 421 | 1362 | 269 |
| '49 | 1007 | 683 | 340 | 14886 | 1035 | 1668 | 212 | 358 | 3785 | 1239 | 269 | 4007 | 1589 | 778 | 672 | 891 | 907 | 350 | 867 | 2568 | 1962 | 1096 | 380 | 1251 | 244 |
| '48 | 473 | 364 | 130 | 7599 | 458 | 931 | 106 | 207 | 1900 | 559 | 121 | 2176 | 873 | 357 | 292 | 483 | 401 | 201 | 582 | 1425 | 1057 | 518 | 192 | 649 | 95 |
| '47 | 462 | 387 | 152 | 6897 | 517 | 922 | 92 | 216 | 1787 | 562 | 110 | 1895 | 884 | 352 | 272 | 498 | 298 | 215 | 532 | 1548 | 1010 | 547 | 175 | 561 | 64 |
| '46 | 151 | 170 | 57 | 3197 | 202 | 396 | 32 | 84 | 762 | 215 | 43 | 674 | 306 | 124 | 108 | 191 | 128 | 104 | 150 | 621 | 308 | 213 | 52 | 224 | 28 |
| '45-'42 | 44 | 50 | 16 | 1137 | 71 | 114 | 15 | 22 | 160 | 72 | 19 | 174 | 68 | 47 | 33 | 36 | 48 | 21 | 18 | 152 | 82 | 66 | 25 | 76 | 20 |
| '41 | 181 | 203 | 56 | 5025 | 312 | 540 | 41 | 73 | 689 | 223 | 62 | 600 | 286 | 155 | 136 | 197 | 124 | 120 | 170 | 727 | 325 | 243 | 75 | 300 | 40 |
| '40 | 44 | 63 | 15 | 1662 | 101 | 226 | 11 | 26 | 282 | 69 | 19 | 211 | 106 | 35 | 26 | 75 | 38 | 58 | 84 | 294 | 196 | 113 | 32 | 99 | 16 |
| '39 | 35 | 47 | 11 | 1064 | 62 | 141 | 12 | 13 | 130 | 49 | 11 | 145 | 53 | 44 | 27 | 37 | 13 | 23 | 40 | 190 | 95 | 49 | 15 | 44 | 16 |
| Prior to '39 | 37 | 84 | 20 | 1887 | 103 | 220 | 21 | 24 | 151 | 56 | 15 | 160 | 76 | 73 | 43 | 51 | 30 | 51 | 63 | 231 | 124 | 97 | 19 | 75 | 18 |
| Year Not Given | 11 | 5 | 3 | 51 | 1 | 15 | 51 | 69 | 143 | 64 | 4 | 83 | 26 | 15 | 6 | 7 | 17 | 6 | 292 | 46 | 72 | 5 | 20 | 3 | 1 |
| **Chev. July 1, Total** | 247475 | 81768 | 113948 | 1127982 | 142558 | 160571 | 37069 | 41991 | 326191 | 269601 | 50930 | 678393 | 363979 | 244380 | 212964 | 227222 | 218176 | 63969 | 186411 | 304833 | 606323 | 279364 | 120665 | 338591 | 55032 |
| '57 | 17144 | 6505 | 6830 | 78130 | 7661 | 9232 | 2857 | 4090 | 33469 | 19131 | 1850 | 56706 | 25999 | 14682 | 13328 | 14305 | 19166 | 3657 | 13371 | 21589 | 57235 | 19372 | 8979 | 19037 | 3198 |
| '56 | 30119 | 9119 | 13356 | 130069 | 14465 | 20055 | 4942 | 7271 | 47591 | 35141 | 5052 | 97307 | 44194 | 21777 | 21917 | 23077 | 29456 | 6819 | 25196 | 32652 | 92227 | 28668 | 15234 | 35488 | 5644 |
| '55 | 29473 | 10351 | 14268 | 135802 | 17744 | 19716 | 5760 | 6959 | 51953 | 34480 | 5851 | 103263 | 51386 | 29040 | 25740 | 23681 | 30992 | 7954 | 24094 | 40660 | 109141 | 31380 | 15517 | 42696 | 7190 |
| '54 | 20754 | 6596 | 10030 | 80927 | 11339 | 14975 | 4056 | 4695 | 31841 | 23749 | 3585 | 71345 | 31326 | 21589 | 17651 | 16739 | 24297 | 5668 | 20611 | 30909 | 59474 | 24074 | 11468 | 30060 | 4486 |
| '53 | 23297 | 7843 | 11740 | 102235 | 13047 | 17576 | 4640 | 4551 | 32163 | 26952 | 4868 | 76794 | 40134 | 24068 | 18719 | 21639 | 23440 | 7129 | 20138 | 34496 | 72378 | 28750 | 12331 | 32968 | 5238 |
| '52 | 15065 | 5018 | 7372 | 65420 | 8287 | 10594 | 2468 | 2908 | 18147 | 16817 | 3348 | 42169 | 23656 | 14404 | 12502 | 14168 | 14022 | 4529 | 13320 | 20475 | 37253 | 17331 | 8378 | 21215 | 3489 |
| '51 | 22504 | 7363 | 10520 | 99326 | 12909 | 16091 | 2988 | 3524 | 25631 | 24700 | 4857 | 59295 | 34428 | 22798 | 19181 | 22324 | 18232 | 6549 | 16340 | 31281 | 49875 | 25957 | 11290 | 32048 | 5077 |
| '50 | 26728 | 8232 | 12087 | 113911 | 15004 | 16836 | 2992 | 3044 | 28610 | 28658 | 5444 | 58315 | 36429 | 25203 | 21406 | 26352 | 20500 | 6634 | 18602 | 31151 | 49627 | 27440 | 12631 | 34270 | 5424 |
| '49 | 19415 | 5940 | 8955 | 81401 | 10819 | 11501 | 2040 | 1806 | 18840 | 18759 | 4489 | 39591 | 25934 | 19851 | 16123 | 20975 | 14028 | 4828 | 12305 | 22101 | 29477 | 20493 | 9702 | 25463 | 3873 |
| '48 | 13687 | 3382 | 5635 | 49394 | 7487 | 6819 | 1209 | 919 | 10701 | 12206 | 2641 | 24501 | 15840 | 13210 | 11336 | 13444 | 7912 | 3144 | 7469 | 13303 | 17672 | 13878 | 6577 | 18161 | 2330 |
| '47 | 10577 | 3028 | 4525 | 41464 | 6788 | 5271 | 893 | 630 | 8932 | 9445 | 2384 | 18399 | 12554 | 11564 | 10143 | 11102 | 5509 | 2403 | 5265 | 10234 | 12079 | 11931 | 5260 | 14651 | 1934 |
| '46 | 5057 | 1522 | 2228 | 24116 | 3394 | 2702 | 397 | 235 | 4478 | 4545 | 1259 | 8428 | 5867 | 5289 | 4988 | 5351 | 2721 | 1240 | 2342 | 4729 | 5050 | 6175 | 2519 | 7144 | 941 |
| '45-'42 | 1144 | 548 | 476 | 9195 | 1048 | 701 | 100 | 43 | 1099 | 1132 | 418 | 1649 | 1314 | 1569 | 1439 | 1078 | 756 | 197 | 392 | 816 | 901 | 1659 | 544 | 1732 | 291 |
| '41 | 5142 | 2331 | 2254 | 44656 | 4482 | 3044 | 325 | 220 | 4459 | 4792 | 1797 | 6756 | 4895 | 6055 | 6711 | 4934 | 2538 | 875 | 2043 | 3854 | 3683 | 6790 | 2238 | 8355 | 1313 |
| '40 | 3085 | 1309 | 1430 | 24723 | 2651 | 2189 | 241 | 168 | 3086 | 3396 | 1087 | 4738 | 3454 | 4021 | 3720 | 3150 | 1737 | 848 | 1355 | 2725 | 2975 | 4714 | 1550 | 5620 | 809 |
| '39 | 1862 | 860 | 974 | 14567 | 1925 | 1231 | 130 | 73 | 1665 | 2089 | 617 | 3019 | 1896 | 3182 | 2608 | 1874 | 1050 | 499 | 702 | 1555 | 1908 | 3150 | 891 | 3690 | 564 |
| Prior to '39 | 2239 | 1660 | 1097 | 31828 | 3447 | 1922 | 242 | 113 | 2331 | 2471 | 1345 | 5368 | 4307 | 5791 | 5357 | 2782 | 1446 | 898 | 1558 | 1952 | 4190 | 7470 | 1267 | 5864 | 1177 |
| Year Not Given | 183 | 101 | 71 | 818 | 61 | 116 | 729 | 742 | 1195 | 1138 | 38 | 750 | 366 | 287 | 95 | 247 | 374 | 38 | 1308 | 351 | 1178 | 132 | 289 | 129 | 74 |
| **Chry. July 1, Total** | 13481 | 8346 | 5990 | 146865 | 16252 | 24876 | 3139 | 6289 | 38444 | 14438 | 5718 | 83206 | 35176 | 21085 | 16551 | 14477 | 13567 | 5338 | 19183 | 38663 | 55699 | 28270 | 7524 | 24241 | 5672 |
| '57 | 827 | 488 | 271 | 8194 | 604 | 1226 | 239 | 397 | 1975 | 963 | 163 | 5791 | 2046 | 979 | 825 | 718 | 870 | 190 | 1118 | 2134 | 5367 | 1476 | 344 | 1055 | 308 |
| '56 | 1270 | 633 | 531 | 12362 | 1071 | 2473 | 384 | 648 | 3621 | 1335 | 526 | 8809 | 3402 | 1614 | 1209 | 990 | 1277 | 405 | 2079 | 3488 | 5692 | 2010 | 611 | 1603 | 550 |
| '55 | 1627 | 920 | 689 | 12940 | 1734 | 3222 | 353 | 747 | 4827 | 1736 | 675 | 10942 | 4442 | 2331 | 1878 | 1323 | 1569 | 546 | 1907 | 4325 | 8584 | 2733 | 793 | 2611 | 650 |
| '54 | 923 | 489 | 401 | 6466 | 1050 | 2178 | 238 | 524 | 3088 | 981 | 327 | 7133 | 2561 | 1441 | 1105 | 784 | 1092 | 366 | 1787 | 2896 | 4457 | 1928 | 523 | 1585 | 361 |
| '53 | 1538 | 940 | 711 | 13047 | 1647 | 2963 | 390 | 724 | 4438 | 1675 | 584 | 10634 | 4421 | 2260 | 1740 | 1611 | 1649 | 694 | 2071 | 4782 | 7697 | 3107 | 960 | 2762 | 534 |
| '52 | 922 | 645 | 388 | 9911 | 1100 | 1509 | 176 | 414 | 2649 | 992 | 444 | 5152 | 2321 | 1286 | 1187 | 870 | 928 | 354 | 1433 | 2311 | 3364 | 1761 | 538 | 1553 | 390 |
| '51 | 1301 | 922 | 575 | 15621 | 1784 | 2328 | 284 | 650 | 3775 | 1357 | 542 | 7836 | 3451 | 2192 | 1615 | 1489 | 1351 | 530 | 2027 | 3673 | 5031 | 3024 | 767 | 2539 | 555 |
| '50 | 1556 | 1018 | 752 | 18636 | 2070 | 2722 | 290 | 774 | 4468 | 1685 | 629 | 9696 | 4085 | 2708 | 1999 | 1828 | 1555 | 683 | 2294 | 4691 | 5666 | 3776 | 924 | 3167 | 608 |
| '49 | 1215 | 787 | 591 | 12608 | 1535 | 2042 | 238 | 531 | 3367 | 1224 | 513 | 7035 | 3083 | 2235 | 1764 | 1735 | 1183 | 528 | 1578 | 3517 | 3931 | 3044 | 705 | 2635 | 501 |
| '48 | 1013 | 561 | 435 | 9053 | 1169 | 1225 | 147 | 301 | 2186 | 1110 | 412 | 4215 | 1956 | 1468 | 1192 | 1116 | 930 | 363 | 988 | 2491 | 2509 | 1927 | 664 | 1712 | 343 |
| '47 | 556 | 499 | 258 | 7337 | 871 | 950 | 155 | 180 | 1560 | 549 | 327 | 2650 | 1392 | 1045 | 874 | 811 | 534 | 273 | 558 | 1723 | 1534 | 1429 | 306 | 1271 | 286 |
| '46 | 295 | 266 | 181 | 5236 | 464 | 631 | 77 | 111 | 908 | 260 | 179 | 1346 | 790 | 534 | 394 | 444 | 262 | 131 | 420 | 1045 | 647 | 666 | 148 | 656 | 135 |
| '45-'42 | 34 | 48 | 17 | 1113 | 60 | 115 | 10 | 7 | 105 | 38 | 31 | 138 | 91 | 64 | 41 | 57 | 32 | 11 | 17 | 96 | 58 | 84 | 13 | 75 | 32 |
| '41 | 164 | 293 | 86 | 6995 | 478 | 634 | 45 | 75 | 640 | 242 | 148 | 773 | 459 | 378 | 297 | 262 | 132 | 95 | 286 | 633 | 420 | 520 | 84 | 423 | 171 |
| '40 | 111 | 133 | 49 | 2971 | 255 | 303 | 24 | 31 | 315 | 107 | 90 | 416 | 297 | 202 | 194 | 181 | 72 | 56 | 185 | 336 | 290 | 311 | 45 | 290 | 74 |
| '39 | 52 | 69 | 17 | 1791 | 125 | 122 | 10 | 11 | 163 | 49 | 29 | 198 | 108 | 88 | 98 | 94 | 44 | 36 | 79 | 173 | 98 | 135 | 28 | 126 | 48 |
| Prior to '39 | 49 | 131 | 29 | 2558 | 221 | 217 | 16 | 18 | 209 | 74 | 95 | 351 | 234 | 225 | 132 | 150 | 54 | 69 | 146 | 249 | 219 | 328 | 40 | 168 | 117 |
| Year Not Given | 28 | 4 | 9 | 26 | 14 | 16 | 63 | 146 | 150 | 61 | 4 | 91 | 37 | 35 | 7 | 14 | 33 | 8 | 210 | 100 | 135 | 11 | 31 | 10 | 9 |
| **DeSoto July 1, Total** | 9380 | 5894 | 4957 | 112726 | 9182 | 16912 | 2346 | 4506 | 25940 | 10330 | 4152 | 63155 | 30976 | 14229 | 11447 | 10402 | 10517 | 4845 | 15070 | 35036 | 48367 | 20482 | 5011 | 22180 | 3416 |
| '57 | 564 | 266 | 229 | 5512 | 394 | 829 | 152 | 279 | 1499 | 610 | 144 | 4318 | 2103 | 753 | 692 | 594 | 721 | 248 | 891 | 1879 | 5381 | 1270 | 301 | 1041 | 190 |
| '56 | 775 | 448 | 388 | 8920 | 700 | 1563 | 268 | 565 | 2798 | 950 | 386 | 6767 | 3270 | 1076 | 1013 | 829 | 905 | 476 | 1966 | 2967 | 6090 | 2007 | 484 | 2065 | 291 |
| '55 | 997 | 558 | 514 | 9261 | 927 | 1596 | 273 | 690 | 2868 | 1094 | 431 | 6830 | 4032 | 1404 | 1192 | 950 | 1096 | 508 | 1776 | 3398 | 6583 | 2097 | 626 | 2604 | 357 |
| '54 | 607 | 331 | 326 | 5110 | 548 | 1225 | 178 | 411 | 2231 | 714 | 246 | 4755 | 2446 | 965 | 758 | 613 | 771 | 379 | 1176 | 2671 | 3759 | 1454 | 374 | 1590 | 255 |
| '53 | 1131 | 559 | 676 | 10479 | 979 | 1987 | 254 | 522 | 3033 | 1236 | 443 | 8223 | 3863 | 1725 | 1270 | 1179 | 1469 | 619 | 1539 | 4299 | 6789 | 2503 | 620 | 2750 | 422 |
| '52 | 778 | 528 | 470 | 8024 | 751 | 1294 | 170 | 315 | 1929 | 831 | 364 | 5178 | 2421 | 1166 | 957 | 757 | 1019 | 391 | 1234 | 2812 | 3426 | 1677 | 408 | 1780 | 280 |
| '51 | 845 | 478 | 496 | 9331 | 855 | 1559 | 189 | 333 | 2203 | 903 | 320 | 5919 | 2670 | 1448 | 1076 | 1011 | 1053 | 441 | 1405 | 3387 | 3848 | 1975 | 454 | 2198 | 314 |
| '50 | 1188 | 654 | 762 | 12943 | 1200 | 1936 | 243 | 438 | 2869 | 1244 | 461 | 7582 | 3430 | 1921 | 1431 | 1313 | 1478 | 514 | 1431 | 4153 | 4677 | 2738 | 632 | 2865 | 395 |
| '49 | 884 | 554 | 465 | 11299 | 895 | 1566 | 218 | 330 | 2216 | 865 | 452 | 5563 | 2654 | 1409 | 1100 | 1100 | 736 | 421 | 1309 | 3330 | 3290 | 1779 | 397 | 1931 | 315 |
| '48 | 713 | 452 | 244 | 8525 | 594 | 1004 | 143 | 220 | 1466 | 886 | 308 | 3432 | 1545 | 883 | 685 | 759 | 564 | 320 | 1041 | 2378 | 2086 | 1038 | 345 | 1286 | 177 |

(Continued on Page 66)



N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

# by Makes, States and Model Years

| | Nebraska | Nevada | New Hampshire | New Jersey | New Mexico | New York | North Carolina | North Dakota | Ohio | Oklahoma | Oregon | Pennsylvania | Rhode Island | South Carolina | South Dakota | Tennessee | Texas | Utah | Vermont | Virginia | Washington | West Virginia | Wisconsin | Wyoming | Total All States |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Buick July 1, Total** | **34425** | **8455** | **12207** | **160465** | **16664** | **366613** | **76910** | **11730** | **272500** | **51646** | **45831** | **274188** | **18898** | **34621** | **14821** | **62098** | **206415** | **22303** | **8613** | **71075** | **69175** | **37792** | **105409** | **9609** | **4160429** |
| '57 | 1831 | 289 | 531 | 8579 | 1331 | 24053 | 4578 | 775 | 15892 | 2124 | 2240 | 15999 | 718 | 2268 | 694 | 3932 | 14962 | 785 | 508 | 3761 | 2459 | 1877 | 4968 | 536 | 242485 |
| '56 | 3606 | 997 | 1413 | 21954 | 2007 | 47068 | 9321 | 1397 | 37606 | 5875 | 5875 | 37193 | 2104 | 4622 | 1323 | 8218 | 30068 | 2509 | 1002 | 9250 | 6969 | 4793 | 13455 | 1055 | 533261 |
| '55 | 4916 | 1356 | 1787 | 28786 | 2870 | 61142 | 11504 | 1471 | 47505 | 8561 | 6409 | 45947 | 2721 | 5258 | 2066 | 9710 | 37378 | 3382 | 1000 | 11625 | 9371 | 5252 | 16357 | 1290 | 696419 |
| '54 | 3470 | 773 | 1307 | 14781 | 1589 | 38013 | 6579 | 1112 | 30281 | 5807 | 3694 | 27561 | 2088 | 2979 | 1767 | 5880 | 21403 | 2182 | 783 | 7123 | 5517 | 3204 | 10857 | 988 | 418544 |
| '53 | 3719 | 725 | 1311 | 15150 | 2048 | 40234 | 9399 | 1354 | 30511 | 5760 | 3854 | 30526 | 1945 | 3698 | 1545 | 7413 | 23665 | 2139 | 995 | 7585 | 5810 | 4036 | 11942 | 1080 | 449392 |
| '52 | 2457 | 545 | 773 | 9596 | 1234 | 24419 | 5261 | 925 | 18055 | 3560 | 3042 | 18480 | 1115 | 2420 | 1065 | 4253 | 14569 | 1541 | 613 | 5020 | 4481 | 2478 | 7220 | 745 | 274992 |
| '51 | 3445 | 710 | 1124 | 13295 | 1453 | 32082 | 6981 | 1201 | 22959 | 4406 | 4119 | 23631 | 1701 | 2987 | 1506 | 5699 | 17448 | 2007 | 793 | 6448 | 6384 | 3406 | 10016 | 945 | 354908 |
| '50 | 5233 | 1079 | 1580 | 21149 | 2195 | 47859 | 11872 | 1657 | 34031 | 7432 | 6745 | 34231 | 2711 | 4956 | 2378 | 9193 | 28194 | 3630 | 1222 | 9194 | 10353 | 5641 | 15030 | 1379 | 551069 |
| '49 | 1899 | 540 | 806 | 10096 | 718 | 21083 | 4000 | 624 | 14304 | 2992 | 2839 | 14466 | 1269 | 1773 | 879 | 2823 | 7861 | 1413 | 530 | 4235 | 4775 | 2492 | 5861 | 548 | 223769 |
| '48 | 1022 | 357 | 419 | 5049 | 387 | 10029 | 2082 | 327 | 7250 | 1482 | 1762 | 7569 | 710 | 1036 | 471 | 1594 | 4050 | 718 | 317 | 2269 | 2925 | 1370 | 3010 | 287 | 120595 |
| '47 | 949 | 356 | 372 | 4586 | 329 | 8184 | 1980 | 300 | 6036 | 1281 | 1835 | 6614 | 644 | 871 | 413 | 1242 | 3505 | 726 | 255 | 1795 | 3130 | 1319 | 2512 | 242 | 104608 |
| '46 | 440 | 149 | 151 | 1768 | 149 | 3420 | 931 | 166 | 2445 | 568 | 889 | 2767 | 307 | 405 | 192 | 566 | 1327 | 318 | 143 | 795 | 1541 | 609 | 1046 | 101 | 45875 |
| '45-'42 | 98 | 37 | 14 | 220 | 31 | 352 | 137 | 38 | 261 | 109 | 205 | 354 | 49 | 77 | 32 | 121 | 477 | 83 | 11 | 105 | 381 | 74 | 148 | 34 | 8853 |
| '41 | 460 | 218 | 154 | 1679 | 118 | 2580 | 937 | 135 | 1726 | 547 | 994 | 2416 | 224 | 488 | 163 | 546 | 1364 | 371 | 97 | 622 | 1807 | 472 | 1032 | 134 | 45878 |
| '40 | 347 | 130 | 199 | 1523 | 87 | 2451 | 652 | 101 | 1420 | 380 | 582 | 2368 | 238 | 383 | 117 | 355 | 754 | 224 | 120 | 506 | 1107 | 386 | 766 | 94 | 35582 |
| '39 | 131 | 54 | 87 | 689 | 37 | 1091 | 268 | 48 | 655 | 222 | 232 | 1098 | 139 | 163 | 51 | 171 | 362 | 82 | 74 | 263 | 452 | 153 | 398 | 46 | 15879 |
| Prior to '39 | 379 | 134 | 169 | 1496 | 70 | 2002 | 424 | 96 | 1402 | 459 | 508 | 2474 | 190 | 230 | 151 | 211 | 610 | 167 | 150 | 433 | 1466 | 226 | 786 | 101 | 33170 |
| Year Not Given | 23 | 6 | 10 | 69 | 11 | 551 | 4 | 3 | 161 | 81 | 7 | 494 | 25 | 7 | 5 | 171 | 418 | 26 | | 46 | 247 | 4 | 5 | 4 | 5210 |
| **Cadillac July 1, Total** | **4993** | **4170** | **2545** | **47985** | **4480** | **95489** | **16561** | **1645** | **56192** | **11645** | **10768** | **56168** | **5610** | **7136** | **2119** | **11571** | **52150** | **5988** | **1367** | **14317** | **17227** | **5721** | **17917** | **1966** | **1013556** |
| '57 | 431 | 157 | 148 | 3409 | 390 | 9772 | 1142 | 185 | 4307 | 767 | 667 | 4751 | 344 | 468 | 171 | 804 | 4340 | 230 | 116 | 944 | 680 | 304 | 1221 | 139 | 80441 |
| '56 | 716 | 457 | 297 | 6723 | 686 | 14782 | 2068 | 278 | 8107 | 1603 | 1392 | 8259 | 697 | 810 | 241 | 1478 | 7819 | 635 | 176 | 1922 | 1467 | 756 | 2637 | 287 | 141239 |
| '55 | 697 | 511 | 345 | 6226 | 570 | 12825 | 1821 | 242 | 7501 | 1688 | 1238 | 7498 | 763 | 574 | 304 | 1345 | 7504 | 650 | 154 | 1919 | 1591 | 607 | 2176 | 264 | 129015 |
| '54 | 414 | 347 | 199 | 4287 | 365 | 8200 | 1324 | 135 | 5111 | 1097 | 844 | 4937 | 518 | 433 | 194 | 947 | 4946 | 506 | 120 | 1290 | 1242 | 426 | 1510 | 164 | 87527 |
| '53 | 491 | 416 | 229 | 4722 | 463 | 9161 | 1622 | 167 | 5857 | 1046 | 1054 | 5489 | 462 | 712 | 197 | 1225 | 5177 | 605 | 112 | 1453 | 1776 | 541 | 1847 | 221 | 98133 |
| '52 | 415 | 306 | 215 | 3749 | 402 | 6875 | 1412 | 153 | 4716 | 919 | 923 | 4331 | 443 | 641 | 189 | 1030 | 4227 | 642 | 101 | 1220 | 1574 | 495 | 1456 | 192 | 80457 |
| '51 | 470 | 444 | 264 | 4556 | 451 | 8150 | 1833 | 146 | 5309 | 1135 | 1072 | 4879 | 594 | 839 | 219 | 1332 | 5203 | 765 | 117 | 1362 | 1942 | 583 | 1788 | 202 | 95164 |
| '50 | 418 | 444 | 244 | 4113 | 416 | 7446 | 1590 | 99 | 4655 | 1017 | 1127 | 4612 | 537 | 756 | 209 | 1060 | 4834 | 666 | 112 | 1307 | 2039 | 558 | 1636 | 175 | 90809 |
| '49 | 383 | 363 | 189 | 3501 | 322 | 6556 | 1530 | 125 | 4072 | 902 | 870 | 3907 | 464 | 836 | 184 | 892 | 3648 | 555 | 113 | 1029 | 1707 | 508 | 1409 | 144 | 77253 |
| '48 | 163 | 169 | 119 | 2087 | 98 | 3759 | 652 | 44 | 2242 | 452 | 438 | 2185 | 227 | 298 | 67 | 472 | 1445 | 230 | 71 | 575 | 806 | 290 | 807 | 57 | 39902 |
| '47 | 177 | 203 | 112 | 2053 | 117 | 3724 | 669 | 44 | 1971 | 390 | 411 | 2155 | 176 | 304 | 58 | 437 | 1286 | 179 | 56 | 565 | 768 | 273 | 677 | 65 | 37825 |
| '46 | 53 | 91 | 54 | 832 | 54 | 1412 | 254 | 4 | 774 | 177 | 203 | 810 | 82 | 138 | 21 | 166 | 530 | 76 | 32 | 230 | 395 | 129 | 241 | 16 | 15314 |
| '45-'42 | 24 | 28 | 10 | 178 | 19 | 292 | 92 | 3 | 166 | 29 | 54 | 220 | 26 | 49 | 4 | 42 | 157 | 23 | 3 | 57 | 136 | 27 | 59 | 1 | 4285 |
| '41 | 69 | 121 | 55 | 745 | 66 | 1172 | 303 | 12 | 681 | 209 | 250 | 949 | 130 | 154 | 20 | 160 | 542 | 110 | 27 | 255 | 527 | 115 | 220 | 16 | 17811 |
| '40 | 18 | 51 | 26 | 316 | 27 | 470 | 111 | 2 | 254 | 67 | 95 | 400 | 52 | 40 | 12 | 73 | 195 | 34 | 17 | 87 | 169 | 44 | 115 | 10 | 6586 |
| '39 | 12 | 23 | 21 | 198 | 16 | 257 | 65 | 3 | 156 | 60 | 54 | 248 | 36 | 41 | 10 | 31 | 97 | 29 | 12 | 45 | 89 | 29 | 44 | 2 | 3944 |
| Prior to '39 | 37 | 38 | 17 | 258 | 15 | 394 | 72 | 3 | 265 | 77 | 76 | 365 | 50 | 40 | 19 | 29 | 98 | 43 | 28 | 53 | 267 | 30 | 70 | 11 | 6084 |
| Year Not Given | 5 | 1 | 1 | 32 | 3 | 242 | 1 | | 48 | 10 | | 173 | 9 | 3 | | 48 | 102 | 10 | | 4 | 52 | 3 | 4 | | 1767 |
| **Chev. July 1, Total** | **131809** | **19449** | **41895** | **373383** | **59895** | **784340** | **309846** | **54474** | **680547** | **200325** | **146177** | **707523** | **55522** | **177831** | **58566** | **239892** | **782530** | **55488** | **26455** | **241559** | **209750** | **129384** | **279416** | **28532** | **12298713** |
| '57 | 6729 | 1084 | 2476 | 25832 | 5987 | 62507 | 17007 | 3813 | 49941 | 8807 | 9215 | 48990 | 2884 | 8385 | 2858 | 15564 | 64545 | 2170 | 2046 | 13582 | 10135 | 6940 | 14798 | 1866 | 865684 |
| '56 | 11173 | 2496 | 4727 | 46266 | 7429 | 103207 | 29787 | 5105 | 89220 | 21387 | 16609 | 83786 | 4847 | 17006 | 4583 | 26737 | 103163 | 5890 | 3053 | 28744 | 19184 | 14945 | 31439 | 3190 | 1480809 |
| '55 | 11550 | 2623 | 5830 | 52669 | 8597 | 115665 | 35364 | 5901 | 94497 | 25164 | 18183 | 91021 | 6992 | 18887 | 5959 | 29227 | 115972 | 6341 | 3584 | 29594 | 21842 | 12939 | 32151 | 3687 | 1629330 |
| '54 | 11230 | 1448 | 4257 | 36084 | 5195 | 84297 | 24847 | 4375 | 59152 | 20557 | 9991 | 67108 | 5109 | 13161 | 5402 | 21701 | 77444 | 4186 | 2505 | 24411 | 13791 | 9270 | 22917 | 2467 | 1113146 |
| '53 | 12617 | 1807 | 4806 | 41174 | 5876 | 89462 | 34349 | 5683 | 77164 | 19433 | 12435 | 82116 | 5744 | 16691 | 6009 | 23385 | 77734 | 5647 | 3010 | 25674 | 18273 | 13036 | 29061 | 2910 | 1281230 |
| '52 | 8891 | 1104 | 2895 | 25112 | 3556 | 53687 | 21171 | 3428 | 47288 | 12589 | 8818 | 50272 | 3798 | 11093 | 3602 | 14962 | 46144 | 3966 | 1930 | 16317 | 12664 | 8552 | 18116 | 1836 | 784146 |
| '51 | 12495 | 1695 | 4087 | 36981 | 5018 | 77500 | 31341 | 5272 | 66856 | 17538 | 13228 | 70488 | 6011 | 17057 | 5668 | 22039 | 65566 | 5595 | 2718 | 22173 | 19794 | 12469 | 27846 | 2448 | 1136971 |
| '50 | 13952 | 1832 | 4254 | 37790 | 5623 | 78031 | 35354 | 5237 | 69460 | 21484 | 14702 | 72499 | 6457 | 20680 | 6130 | 25457 | 74961 | 6414 | 2642 | 26480 | 23208 | 14588 | 29661 | 2925 | 1235351 |
| '49 | 10232 | 1351 | 2963 | 26706 | 4004 | 50598 | 24418 | 4251 | 46971 | 15083 | 11257 | 50209 | 4729 | 15780 | 4588 | 19056 | 49591 | 4677 | 1805 | 18045 | 17715 | 11648 | 22219 | 2006 | 868611 |
| '48 | 7880 | 789 | 1806 | 15510 | 2415 | 26936 | 15805 | 2899 | 28027 | 10411 | 6677 | 30150 | 2720 | 10659 | 3330 | 12719 | 29942 | 2724 | 1060 | 11440 | 10312 | 7904 | 14299 | 1351 | 540622 |
| '47 | 7336 | 682 | 1326 | 11514 | 2104 | 17811 | 13226 | 2591 | 20461 | 8702 | 6131 | 21550 | 2257 | 8876 | 3365 | 10472 | 25923 | 2299 | 738 | 8930 | 9988 | 6347 | 11661 | 1175 | 432430 |
| '46 | 3748 | 401 | 650 | 5463 | 979 | 8068 | 6852 | 1303 | 8752 | 4263 | 3541 | 10521 | 1092 | 3605 | 1645 | 4699 | 12260 | 1138 | 355 | 4251 | 5456 | 3144 | 5656 | 490 | 211049 |
| '45-'42 | 1145 | 192 | 80 | 781 | 316 | 1061 | 1405 | 391 | 1515 | 1057 | 1220 | 1513 | 182 | 1034 | 455 | 1054 | 3872 | 375 | 45 | 652 | 2164 | 503 | 1321 | 178 | 52755 |
| '41 | 4608 | 690 | 425 | 4182 | 1116 | 4959 | 7403 | 1557 | 6573 | 4986 | 5859 | 8642 | 978 | 5818 | 1744 | 5111 | 13650 | 1543 | 234 | 3887 | 9305 | 2667 | 5979 | 702 | 237160 |
| '40 | 2525 | 407 | 417 | 3009 | 615 | 3843 | 4642 | 842 | 5035 | 3081 | 3188 | 6560 | 693 | 3917 | 1050 | 2964 | 7824 | 905 | 239 | 2778 | 5272 | 1788 | 3983 | 435 | 150793 |
| '39 | 1802 | 245 | 299 | 1554 | 404 | 1962 | 2985 | 582 | 2934 | 2020 | 1799 | 3764 | 427 | 2297 | 746 | 1902 | 4617 | 545 | 150 | 1646 | 3013 | 1068 | 2698 | 304 | 92342 |
| Prior to '39 | 3805 | 597 | 562 | 2566 | 628 | 3177 | 3877 | 1238 | 6247 | 3386 | 3306 | 6963 | 555 | 2833 | 1362 | 2214 | 7762 | 995 | 335 | 2798 | 6933 | 1568 | 5598 | 546 | 167973 |
| Year Not Given | 91 | 8 | 35 | 190 | 33 | 1569 | 13 | 6 | 454 | 377 | 18 | 1371 | 47 | 42 | 70 | 629 | 1563 | 78 | 3 | 157 | 710 | 8 | 13 | 16 | 18311 |
| **Chry. July 1, Total** | **12101** | **3537** | **3446** | **64576** | **5438** | **138935** | **18825** | **5046** | **83373** | **12349** | **15746** | **99314** | **7006** | **7323** | **4808** | **13719** | **50352** | **7428** | **2718** | **21964** | **25584** | **12510** | **27355** | **3284** | **1299727** |
| '57 | 397 | 141 | 158 | 4670 | 448 | 12283 | 1102 | 290 | 5119 | 522 | 581 | 7095 | 414 | 384 | 177 | 705 | 3498 | 285 | 118 | 1151 | 756 | 573 | 1143 | 94 | 80672 |
| '56 | 728 | 253 | 319 | 7721 | 494 | 16373 | 1938 | 439 | 8421 | 724 | 1104 | 10780 | 655 | 659 | 255 | 1139 | 4452 | 630 | 228 | 2126 | 1498 | 1108 | 2407 | 218 | 123262 |
| '55 | 1110 | 350 | 424 | 7559 | 671 | 17271 | 2582 | 504 | 9661 | 1214 | 1471 | 11417 | 802 | 781 | 435 | 1602 | 6236 | 746 | 307 | 2764 | 2104 | 1375 | 2992 | 368 | 148850 |
| '54 | 836 | 201 | 290 | 5890 | 398 | 13635 | 1243 | 332 | 5850 | 834 | 734 | 7234 | 487 | 453 | 371 | 960 | 3700 | 473 | 210 | 1692 | 1275 | 845 | 1709 | 221 | 94557 |
| '53 | 1299 | 371 | 434 | 7981 | 653 | 18929 | 2311 | 644 | 10719 | 1222 | 1395 | 11604 | 842 | 952 | 545 | 1653 | 5976 | 837 | 422 | 2610 | 2216 | 1455 | 3022 | 359 | 152030 |
| '52 | 831 | 264 | 235 | 3709 | 439 | 8090 | 1258 | 370 | 5703 | 936 | 1096 | 5941 | 408 | 522 | 293 | 873 | 3765 | 551 | 184 | 1622 | 1658 | 744 | 1775 | 294 | 84159 |
| '51 | 1384 | 386 | 303 | 5560 | 514 | 12022 | 1752 | 534 | 8593 | 1227 | 1738 | 8989 | 642 | 639 | 527 | 1373 | 5196 | 776 | 278 | 2247 | 2971 | 1183 | 2926 | 360 | 127339 |
| '50 | 1628 | 434 | 427 | 6693 | 552 | 14014 | 2048 | 633 | 9866 | 1574 | 2061 | 11070 | 866 | 782 | 596 | 1647 | 5902 | 912 | 306 | 2410 | 3494 | 1410 | 3813 | 402 | 151820 |
| '49 | 1319 | 279 | 305 | 5401 | 445 | 10343 | 1594 | 521 | 7617 | 1370 | 1504 | 8796 | 674 | 665 | 555 | 1341 | 4393 | 727 | 232 | 1926 | 2488 | 1288 | 2845 | 323 | 115076 |
| '48 | 939 | 235 | 226 | 3515 | 288 | 6303 | 985 | 308 | 4479 | 978 | 974 | 5539 | 443 | 527 | 388 | 972 | 2744 | 469 | 172 | 1328 | 1783 | 903 | 1752 | 250 | 75986 |
| '47 | 748 | 200 | 134 | 2312 | 202 | 3996 | 721 | 224 | 3060 | 712 | 850 | 4016 | 271 | 353 | 294 | 621 | 1947 | 402 | 97 | 850 | 1525 | 665 | 1262 | 141 | 53531 |
| '46 | 342 | 118 | 68 | 1382 | 109 | 2299 | 470 | 92 | 1685 | 360 | 637 | 2344 | 176 | 209 | 136 | 325 | 1006 | 205 | 48 | 496 | 1002 | 438 | 598 | 77 | 30848 |
| '45-'42 | 49 | 25 | 8 | 122 | 15 | 190 | 51 | 14 | 174 | 52 | 112 | 227 | 21 | 32 | 15 | 35 | 152 | 31 | 6 | 37 | 189 | 31 | 59 | 13 | 4047 |
| '41 | 200 | 141 | 41 | 886 | 95 | 1335 | 363 | 59 | 998 | 256 | 732 | 1640 | 124 | 154 | 86 | 190 | 543 | 174 | 35 | 317 | 1147 | 210 | 431 | 76 | 24966 |
| '40 | 119 | 58 | 37 | 498 | 42 | 713 | 207 | 30 | 578 | 142 | 321 | 1066 | 68 | 93 | 51 | 128 | 316 | 81 | 25 | 189 | 520 | 146 | 232 | 30 | 13028 |
| '39 | 50 | 26 | 8 | 205 | 31 | 309 | 87 | 16 | 221 | 71 | 185 | 462 | 46 | 55 | 27 | 47 | 130 | 41 | 14 | 74 | 291 | 48 | 123 | 29 | 6387 |
| Prior to '39 | 120 | 52 | 24 | 355 | 37 | 506 | 109 | 36 | 536 | 125 | 249 | 930 | 58 | 63 | 52 | 47 | 234 | 74 | 36 | 100 | 617 | 88 | 266 | 27 | 10840 |
| Year Not Given | 2 | 3 | 5 | 117 | 5 | 324 | 4 | | 93 | 30 | 2 | 164 | 9 | | 5 | 61 | 162 | 14 | | 25 | 50 | | | 2 | 2329 |
| **DeSoto July 1, Total** | **6211** | **2226** | **2887** | **47813** | **3274** | **105832** | **15609** | **3511** | **68653** | **10416** | **13510** | **81531** | **5085** | **6719** | **3271** | **11474** | **32336** | **6088** | **1776** | **17477** | **20943** | **8280** | **23223** | **2131** | **1001714** |
| '57 | 213 | 104 | 143 | 3786 | 294 | 8351 | 911 | 234 | 4646 | 492 | 692 | 5645 | 238 | 372 | 160 | 668 | 2392 | 286 | 95 | 961 | 648 | 395 | 1029 | 117 | 63732 |
| '56 | 488 | 189 | 270 | 7066 | 334 | 12318 | 1500 | 288 | 8071 | 893 | 1095 | 9497 | 300 | 632 | 187 | 965 | 3213 | 633 | 156 | 1889 | 1210 | 964 | 2389 | 210 | 102724 |
| '55 | 682 | 219 | 352 | 5621 | 384 | 11092 | 1893 | 426 | 7930 | 1115 | 1434 | 8927 | 605 | 827 | 301 | 1312 | 3852 | 657 | 166 | 2151 | 1988 | 934 | 2302 | 263 | 108095 |
| '54 | 406 | 151 | 226 | 3783 | 209 | 9251 | 1067 | 322 | 5231 | 731 | 707 | 5562 | 358 | 436 | 233 | 812 | 2057 | 324 | 117 | 1398 | 1189 | 558 | 1576 | 156 | 70753 |
| '53 | 688 | 261 | 382 | 5307 | 394 | 13939 | 2033 | 399 | 8453 | 1183 | 1368 | 9922 | 660 | 852 | 411 | 1522 | 3923 | 688 | 179 | 1946 | 1847 | 904 | 2657 | 246 | 118733 |
| '52 | 541 | 157 | 220 | 3274 | 290 | 8331 | 1346 | 276 | 5159 | 1011 | 1017 | 5902 | 370 | 574 | 297 | 935 | 3055 | 438 | 146 | 1389 | 1481 | 567 | 1870 | 191 | 77797 |
| '51 | 640 | 172 | 257 | 3763 | 282 | 9437 | 1406 | 342 | 5825 | 1100 | 1061 | 6842 | 480 | 568 | 361 | 1051 | 3143 | 499 | 191 | 1551 | 1757 | 713 | 2131 | 158 | 88441 |
| '50 | 812 | 242 | 288 | 4707 | 386 | 11626 | 1867 | 433 | 7682 | 1307 | 1489 | 9102 | 692 | 785 | 455 | 1465 | 4058 | 669 | 215 | 1938 | 2521 | 863 | 2873 | 256 | 115229 |
| '49 | 555 | 182 | 246 | 3896 | 226 | 8799 | 1338 | 299 | 6004 | 877 | 1392 | 7312 | 532 | 554 | 287 | 1028 | 2468 | 634 | 170 | 1522 | 2124 | 803 | 2447 | 191 | 88964 |
| '48 | 405 | 135 | 207 | 2430 | 165 | 5208 | 799 | 231 | 3689 | 645 | 858 | 4451 | 336 | 415 | 242 | 662 | 1576 | 382 | 142 | 1064 | 1466 | 607 | 1488 | 133 | 58830 |

(Continued on Page 67)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

# Cars in Operation in the United States

(Continued from Page 64)

| | Alabama | Arizona | Arkansas | California | Colorado | Connecticut | Delaware | District of Columbia | Florida | Georgia | Idaho | Illinois | Indiana | Iowa | Kansas | Kentucky | Louisiana | Maine | Maryland | Massachusetts | Michigan | Minnesota | Mississippi | Missouri | Montana |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **DeSoto** '47 | 355 | 393 | 163 | 6917 | 448 | 762 | 95 | 128 | 1149 | 404 | 214 | 2156 | 1048 | 656 | 495 | 530 | 309 | 242 | 572 | 1664 | 1169 | 748 | 136 | 797 | 138 |
| '46 | 223 | 230 | 92 | 4869 | 301 | 556 | 44 | 67 | 742 | 244 | 122 | 1149 | 612 | 344 | 295 | 345 | 159 | 114 | 228 | 978 | 539 | 462 | 93 | 501 | 114 |
| '45-'42 | 22 | 40 | 10 | 946 | 38 | 69 | 9 | 4 | 48 | 30 | 18 | 106 | 67 | 34 | 42 | 29 | 24 | 10 | 19 | 81 | 35 | 47 | 16 | 41 | 11 |
| '41 | 100 | 161 | 47 | 4566 | 191 | 375 | 23 | 39 | 324 | 105 | 99 | 443 | 271 | 156 | 150 | 128 | 73 | 53 | 132 | 402 | 222 | 229 | 41 | 256 | 52 |
| '40 | 90 | 90 | 31 | 2311 | 139 | 258 | 19 | 17 | 244 | 70 | 57 | 301 | 214 | 100 | 123 | 110 | 60 | 44 | 106 | 254 | 172 | 154 | 38 | 202 | 45 |
| '39 | 47 | 66 | 15 | 1471 | 82 | 139 | 13 | 11 | 108 | 48 | 32 | 135 | 117 | 56 | 50 | 54 | 25 | 25 | 114 | 132 | 76 | 89 | 14 | 137 | 20 |
| Prior to '39 | 42 | 84 | 20 | 2222 | 137 | 186 | 8 | 15 | 146 | 45 | 50 | 240 | 185 | 117 | 115 | 91 | 32 | 39 | 61 | 150 | 147 | 207 | 17 | 131 | 35 |
| Year Not Given | 19 | 2 | 9 | 20 | 3 | 8 | 47 | 122 | 67 | 51 | 5 | 58 | 28 | 16 | 3 | 10 | 23 | 1 | 70 | 101 | 78 | 8 | 15 | 5 | 5 |
| **Dodge** July 1, Total | 30475 | 14526 | 16341 | 246868 | 27126 | 46832 | 7118 | 11817 | 68753 | 37317 | 10631 | 154380 | 73425 | 45365 | 34801 | 33789 | 30759 | 13491 | 41328 | 78944 | 127073 | 50995 | 15172 | 52837 | 10617 |
| '57 | 1481 | 755 | 1052 | 14412 | 1392 | 2295 | 482 | 832 | 4370 | 2089 | 405 | 8376 | 4671 | 2303 | 1728 | 1681 | 1916 | 621 | 2733 | 3952 | 12720 | 3418 | 768 | 2161 | 702 |
| '56 | 2253 | 1057 | 1455 | 20044 | 2141 | 4342 | 856 | 1082 | 6492 | 3195 | 1008 | 12703 | 6714 | 3084 | 2457 | 2175 | 2348 | 1083 | 4321 | 5825 | 12633 | 4484 | 1320 | 3072 | 1066 |
| '55 | 2906 | 1600 | 1701 | 22948 | 2530 | 4145 | 707 | 1229 | 7033 | 4005 | 1150 | 16382 | 8619 | 4244 | 3388 | 2957 | 3057 | 1156 | 4022 | 6651 | 19347 | 4866 | 1658 | 5316 | 1318 |
| '54 | 1812 | 829 | 960 | 10920 | 1562 | 3273 | 350 | 679 | 3994 | 2287 | 577 | 10069 | 4988 | 3000 | 2054 | 1900 | 1973 | 839 | 2453 | 5035 | 7881 | 2701 | 963 | 2663 | 796 |
| '53 | 3580 | 1626 | 1851 | 22248 | 2578 | 5663 | 923 | 1115 | 7642 | 4426 | 1016 | 18453 | 8217 | 4454 | 3592 | 3744 | 3540 | 1699 | 4113 | 9022 | 16407 | 4987 | 1710 | 6065 | 1093 |
| '52 | 2548 | 990 | 1462 | 15981 | 1974 | 3731 | 483 | 1073 | 5661 | 3212 | 791 | 14417 | 5543 | 3363 | 3029 | 2736 | 2588 | 1063 | 3680 | 6553 | 9868 | 4116 | 1346 | 4570 | 783 |
| '51 | 2787 | 1267 | 1575 | 19735 | 2323 | 4427 | 605 | 1180 | 6197 | 3422 | 1011 | 16545 | 6556 | 4538 | 3308 | 3325 | 2597 | 1244 | 4323 | 7500 | 11102 | 4973 | 1356 | 5058 | 955 |
| '50 | 4182 | 1595 | 2071 | 24359 | 3530 | 5009 | 788 | 1535 | 7980 | 4544 | 1083 | 19346 | 8367 | 6154 | 4519 | 4050 | 3995 | 1599 | 4892 | 9723 | 12644 | 6965 | 1954 | 7021 | 1102 |
| '49 | 3016 | 1333 | 1551 | 21685 | 2465 | 4084 | 613 | 984 | 6223 | 3210 | 1117 | 14611 | 6999 | 5313 | 3420 | 3700 | 3263 | 1225 | 3088 | 7914 | 9311 | 4931 | 1442 | 5633 | 976 |
| '48 | 2281 | 835 | 906 | 16254 | 1719 | 2863 | 464 | 635 | 4113 | 2699 | 640 | 8902 | 4062 | 2635 | 2179 | 2332 | 2082 | 965 | 2839 | 6014 | 5717 | 2754 | 1127 | 3566 | 571 |
| '47 | 1462 | 839 | 650 | 15289 | 1532 | 2544 | 358 | 532 | 3675 | 1681 | 580 | 6871 | 3694 | 2291 | 1834 | 2148 | 1440 | 814 | 2450 | 4806 | 4268 | 2523 | 631 | 2869 | 497 |
| '46 | 774 | 495 | 416 | 10248 | 852 | 1425 | 207 | 264 | 1986 | 874 | 377 | 3413 | 1921 | 1267 | 1059 | 1240 | 791 | 391 | 830 | 2335 | 1931 | 1404 | 301 | 1676 | 286 |
| '45-'42 | 139 | 159 | 75 | 2742 | 246 | 261 | 15 | 24 | 309 | 138 | 82 | 414 | 267 | 222 | 197 | 152 | 146 | 64 | 47 | 289 | 233 | 193 | 53 | 232 | 6[illegible] |
| '41 | 365 | 307 | 172 | 8435 | 661 | 831 | 59 | 107 | 979 | 395 | 228 | 1059 | 741 | 639 | 550 | 455 | 300 | 210 | 394 | 1107 | 894 | 635 | 151 | 774 | 180 |
| '40 | 380 | 267 | 158 | 6440 | 495 | 652 | 48 | 70 | 819 | 406 | 186 | 991 | 741 | 554 | 459 | 438 | 283 | 179 | 333 | 923 | 692 | 585 | 161 | 825 | 122 |
| '39 | 200 | 163 | 92 | 4614 | 304 | 381 | 24 | 50 | 393 | 206 | 104 | 459 | 286 | 389 | 266 | 230 | 150 | 101 | 180 | 437 | 327 | 354 | 61 | 462 | 70 |
| Prior to '39 | 286 | 397 | 180 | 10464 | 810 | 881 | 48 | 90 | 675 | 339 | 270 | 1210 | 972 | 869 | 748 | 495 | 239 | 232 | 340 | 763 | 910 | 1076 | 123 | 855 | 215 |
| Year Not Given | 23 | 12 | 14 | 50 | 12 | 25 | 88 | 336 | 212 | 189 | 6 | 159 | 67 | 48 | 14 | 31 | 51 | 6 | 290 | 95 | 188 | 30 | 47 | 19 | 16 |
| **Ford** July 1, Total | 194653 | 70009 | 96133 | 974860 | 110661 | 133854 | 26948 | 32365 | 290745 | 250494 | 38401 | 536570 | 286095 | 197274 | 172696 | 172827 | 179503 | 46815 | 141520 | 268159 | 597773 | 237659 | 108617 | 248265 | 42490 |
| '57 | 17585 | 7327 | 8286 | 97923 | 8374 | 10143 | 2647 | 4040 | 34529 | 23491 | 2075 | 60723 | 30681 | 15373 | 13921 | 14762 | 19180 | 4058 | 13459 | 25700 | 71527 | 23149 | 8871 | 18461 | 3524 |
| '56 | 22911 | 9163 | 12556 | 118925 | 12621 | 19091 | 4597 | 5304 | 45107 | 32262 | 4450 | 84403 | 40959 | 19958 | 20027 | 18480 | 25919 | 6357 | 21015 | 36553 | 82354 | 26193 | 13405 | 27618 | 5774 |
| '55 | 23697 | 8924 | 13217 | 115195 | 13893 | 17605 | 4115 | 5031 | 42985 | 30656 | 4455 | 78832 | 40950 | 23054 | 20759 | 19369 | 25988 | 5553 | 18612 | 35880 | 94749 | 27770 | 12882 | 35441 | 5586 |
| '54 | 18405 | 6691 | 10348 | 90843 | 11007 | 16702 | 2890 | 4112 | 31334 | 23540 | 3242 | 62684 | 32328 | 21009 | 18182 | 16242 | 19864 | 4679 | 19985 | 30651 | 73620 | 23241 | 9886 | 28627 | 4307 |
| '53 | 20444 | 7301 | 9897 | 102725 | 11169 | 16610 | 3314 | 3878 | 29444 | 23949 | 4279 | 65338 | 32766 | 20094 | 17841 | 18093 | 19378 | 5237 | 16618 | 31579 | 81055 | 24438 | 10833 | 28697 | 4987 |
| '52 | 10610 | 4010 | 5482 | 54175 | 6500 | 8109 | 1507 | 2070 | 15642 | 13270 | 2536 | 32404 | 17165 | 10618 | 10031 | 10436 | 9678 | 3006 | 9902 | 16143 | 36074 | 13189 | 5991 | 15091 | 2530 |
| '51 | 18282 | 5819 | 8327 | 78470 | 9503 | 11624 | 2020 | 2322 | 21827 | 22661 | 3575 | 40423 | 24132 | 17138 | 14876 | 17957 | 14041 | 4268 | 10930 | 23552 | 45017 | 20282 | 9821 | 21284 | 3515 |
| '50 | 23253 | 6654 | 10314 | 92727 | 11503 | 12406 | 2212 | 2425 | 24873 | 28094 | 4128 | 45072 | 26262 | 22713 | 18255 | 21725 | 16688 | 4505 | 14624 | 26091 | 46614 | 24847 | 12699 | 26548 | 3875 |
| '49 | 16596 | 5422 | 7155 | 74931 | 9298 | 9651 | 1636 | 1464 | 18218 | 18262 | 3644 | 33091 | 19506 | 19654 | 14259 | 17383 | 11705 | 3400 | 7788 | 19327 | 30255 | 19542 | 9522 | 20435 | 3081 |
| '48 | 4128 | 1019 | 1620 | 15547 | 1896 | 1628 | 285 | 205 | 3608 | 5336 | 729 | 5617 | 3281 | 3600 | 2982 | 3125 | 2937 | 865 | 2698 | 3733 | 5788 | 3674 | 2505 | 3923 | 591 |
| '47 | 4771 | 1590 | 2240 | 25039 | 2973 | 2316 | 397 | 243 | 5237 | 6425 | 1325 | 7286 | 4678 | 4813 | 4376 | 4316 | 3590 | 1086 | 2009 | 5021 | 8179 | 5138 | 2874 | 5593 | 899 |
| '46 | 5294 | 1507 | 2378 | 20263 | 2804 | 2077 | 330 | 176 | 4698 | 7152 | 1002 | 6047 | 3631 | 4666 | 4115 | 3730 | 3724 | 1120 | 918 | 4574 | 6022 | 5694 | 3720 | 5067 | 841 |
| '45-'42 | 731 | 416 | 365 | 6550 | 932 | 372 | 48 | 20 | 1223 | 772 | 340 | 967 | 582 | 855 | 743 | 557 | 634 | 210 | 136 | 640 | 879 | 1013 | 434 | 753 | 273 |
| '41 | 2165 | 998 | 1093 | 16619 | 1835 | 1507 | 145 | 109 | 2443 | 3079 | 620 | 2448 | 1696 | 2628 | 2729 | 1470 | 1704 | 521 | 458 | 2494 | 2547 | 4143 | 1565 | 2605 | 583 |
| '40 | 1974 | 663 | 759 | 13082 | 1543 | 968 | 109 | 98 | 2302 | 4351 | 466 | 2142 | 1574 | 2209 | 1919 | 1200 | 1284 | 417 | 391 | 1862 | 2395 | 3064 | 1221 | 1857 | 412 |
| '39 | 760 | 313 | 370 | 7123 | 856 | 530 | 50 | 53 | 1015 | 1369 | 240 | 1312 | 848 | 1390 | 1112 | 667 | 661 | 214 | 256 | 878 | 1411 | 1787 | 531 | 989 | 238 |
| Prior to '39 | 2878 | 2126 | 1672 | 44586 | 3900 | 2434 | 274 | 203 | 5308 | 4564 | 1269 | 7180 | 4761 | 7292 | 6466 | 3122 | 2233 | 1288 | 1241 | 3187 | 8379 | 10417 | 1605 | 5176 | 1514 |
| Year Not Given | 169 | 66 | 54 | 137 | 54 | 81 | 372 | 612 | 952 | 1261 | 26 | 601 | 295 | 210 | 103 | 193 | 295 | 31 | 480 | 294 | 908 | 78 | 252 | 120 | 60 |
| **Hudson** July 1, Total | 7027 | 4732 | 3087 | 68831 | 10061 | 11555 | 1114 | 2276 | 16594 | 5503 | 4261 | 48505 | 18812 | 10075 | 10601 | 7112 | 4336 | 3964 | 9110 | 18401 | 29205 | 13921 | 2495 | 10127 | 4140 |
| '57 | 147 | 36 | 26 | 210 | 45 | 176 | 3 | 13 | 81 | 30 | 39 | 280 | 126 | 70 | 59 | 61 | 14 | 47 | 111 | 133 | 203 | 92 | 11 | 23 | 32 |
| '56 | 303 | 134 | 131 | 2143 | 379 | 682 | 23 | 95 | 867 | 117 | 317 | 1837 | 786 | 494 | 431 | 223 | 154 | 298 | 321 | 1046 | 1644 | 602 | 84 | 167 | 23[illegible] |
| '55 | 413 | 295 | 300 | 4200 | 510 | 876 | 24 | 133 | 1282 | 198 | 296 | 4829 | 1331 | 629 | 624 | 321 | 245 | 267 | 655 | 1554 | 1947 | 887 | 148 | 417 | 315 |
| '54 | 431 | 213 | 231 | 2416 | 583 | 916 | 68 | 209 | 1135 | 272 | 222 | 5286 | 1588 | 672 | 741 | 391 | 233 | 316 | 719 | 1610 | 2594 | 986 | 112 | 537 | 387 |
| '53 | 711 | 412 | 254 | 5520 | 731 | 1218 | 145 | 220 | 1492 | 546 | 387 | 5678 | 1867 | 699 | 811 | 602 | 410 | 379 | 973 | 1701 | 3740 | 1160 | 257 | 815 | 420 |
| '52 | 772 | 426 | 251 | 6668 | 953 | 1101 | 129 | 303 | 1663 | 602 | 393 | 4924 | 1779 | 615 | 1056 | 678 | 405 | 380 | 1352 | 1504 | 2939 | 1009 | 264 | 875 | 403 |
| '51 | 1157 | 824 | 506 | 11044 | 1807 | 1846 | 215 | 338 | 2671 | 1014 | 655 | 8948 | 3256 | 1615 | 1804 | 1232 | 673 | 595 | 1558 | 2892 | 5178 | 2218 | 380 | 1660 | 695 |
| '50 | 889 | 747 | 396 | 10802 | 1657 | 1222 | 147 | 326 | 2326 | 748 | 515 | 7086 | 2748 | 1517 | 1380 | 1091 | 583 | 461 | 1165 | 2421 | 3944 | 2561 | 296 | 1431 | 537 |
| '49 | 1013 | 754 | 528 | 9973 | 2086 | 1431 | 158 | 309 | 2338 | 914 | 631 | 5619 | 2784 | 1978 | 1758 | 1302 | 880 | 569 | 1032 | 2363 | 3081 | 2491 | 468 | 2213 | 565 |
| '48 | 478 | 365 | 222 | 6376 | 519 | 907 | 91 | 111 | 1097 | 409 | 310 | 1820 | 1054 | 721 | 813 | 594 | 328 | 268 | 591 | 1430 | 1740 | 868 | 206 | 873 | 184 |
| '47 | 318 | 173 | 116 | 3335 | 243 | 453 | 39 | 64 | 631 | 294 | 171 | 941 | 546 | 344 | 376 | 260 | 191 | 127 | 292 | 762 | 913 | 351 | 124 | 524 | 103 |
| '46 | 215 | 150 | 57 | 2684 | 170 | 322 | 34 | 32 | 508 | 154 | 138 | 559 | 376 | 256 | 286 | 199 | 96 | 94 | 133 | 510 | 564 | 261 | 78 | 314 | 63 |
| '45-'42 | 18 | 34 | 7 | 486 | 34 | 46 | 6 | | 50 | 31 | 30 | 97 | 55 | 49 | 56 | 22 | 8 | 22 | 9 | 44 | 71 | 38 | 14 | 25 | 24 |
| '41 | 61 | 65 | 17 | 1235 | 86 | 125 | 5 | 11 | 147 | 51 | 58 | 181 | 142 | 113 | 123 | 39 | 28 | 46 | 40 | 150 | 221 | 103 | 19 | 93 | 34 |
| '40 | 41 | 36 | 12 | 664 | 84 | 84 | 7 | 7 | 109 | 38 | 29 | 146 | 151 | 107 | 77 | 33 | 24 | 24 | 38 | 96 | 114 | 77 | 9 | 46 | 21 |
| '39 | 15 | 15 | 8 | 330 | 35 | 32 | | 1 | 53 | 13 | 10 | 57 | 45 | 54 | 40 | 8 | 15 | 16 | 15 | 41 | 65 | 33 | 4 | 44 | 8 |
| Prior to '39 | 38 | 49 | 20 | 735 | 128 | 101 | 6 | 15 | 90 | 42 | 57 | 165 | 142 | 130 | 156 | 50 | 28 | 54 | 40 | 116 | 187 | 173 | 17 | 66 | 51 |
| Year Not Given | 7 | 4 | 5 | 10 | 11 | 7 | 14 | 89 | 54 | 30 | 3 | 52 | 36 | 12 | 10 | 6 | 11 | 1 | 66 | 28 | 60 | 11 | 4 | 4 | 2 |
| **K-F** July 1, Total | 4251 | 2800 | 2207 | 36619 | 3126 | 6585 | 1041 | 979 | 11545 | 4089 | 2007 | 20320 | 10406 | 7620 | 6527 | 4639 | 4702 | 1821 | 5659 | 8250 | 15127 | 9280 | 2074 | 6263 | 1637 |
| '56 | 4 | 2 | 4 | 3 | | | 1 | 1 | 7 | 33 | | 17 | 5 | 6 | 4 | 5 | 14 | 1 | 24 | 11 | 9 | 1 | 3 | 1 | 1 |
| '55 | 6 | 7 | 5 | 58 | 2 | 8 | 2 | 7 | 11 | 18 | 1 | 23 | 25 | 3 | 11 | 5 | 13 | 1 | 38 | 12 | 14 | 2 | 2 | 5 | 1 |
| '54 | 45 | 46 | 28 | 822 | 48 | 129 | 19 | 25 | 283 | 105 | 43 | 498 | 250 | 147 | 117 | 75 | 115 | 43 | 213 | 202 | 342 | 166 | 24 | 117 | 48 |
| '53 | 487 | 287 | 178 | 4492 | 249 | 690 | 109 | 102 | 1453 | 543 | 142 | 1963 | 1225 | 402 | 738 | 407 | 561 | 304 | 532 | 1081 | 2373 | 687 | 183 | 412 | 146 |
| '52 | 641 | 464 | 312 | 4485 | 271 | 881 | 165 | 167 | 1530 | 569 | 206 | 2257 | 1265 | 502 | 700 | 522 | 670 | 260 | 1180 | 1219 | 2180 | 810 | 253 | 480 | 173 |
| '51 | 1755 | 1014 | 972 | 12374 | 1205 | 3101 | 415 | 356 | 5030 | 1865 | 689 | 8922 | 4390 | 2864 | 2444 | 1920 | 1916 | 716 | 1526 | 3371 | 6634 | 3948 | 945 | 2073 | 573 |
| '50 | 120 | 81 | 65 | 1466 | 122 | 158 | 45 | 45 | 302 | 101 | 62 | 573 | 291 | 312 | 226 | 177 | 127 | 60 | 932 | 237 | 270 | 430 | 60 | 256 | 63 |
| '49 | 446 | 303 | 265 | 3723 | 430 | 541 | 109 | 68 | 1045 | 302 | 265 | 2336 | 1169 | 1330 | 818 | 576 | 538 | 214 | 406 | 742 | 1326 | 1511 | 251 | 1143 | 242 |
| '48 | 454 | 334 | 238 | 4477 | 521 | 563 | 102 | 79 | 1028 | 313 | 348 | 2672 | 1218 | 1549 | 1002 | 601 | 464 | 121 | 506 | 829 | 1378 | 1231 | 217 | 1235 | 29[illegible] |
| '47 | 269 | 253 | 128 | 4498 | 269 | 497 | 61 | 55 | 718 | 184 | 244 | 964 | 506 | 451 | 453 | 324 | 229 | 93 | 224 | 501 | 526 | 475 | 120 | 520 | 156 |
| Year Not Given | 24 | 9 | 12 | 221 | 9 | 17 | 13 | 74 | 138 | 56 | 7 | 95 | 62 | 54 | 14 | 27 | 55 | 8 | 78 | 45 | 75 | 19 | 16 | 21 | 4 |
| **Lincoln** July 1, Total | 3472 | 2466 | 1434 | 45036 | 4163 | 5332 | 891 | 1384 | 12685 | 3603 | 1412 | 18844 | 7506 | 3628 | 3437 | 2398 | 3257 | 1034 | 3983 | 8144 | 15605 | 4878 | 1410 | 4741 | 1256 |
| '57 | 245 | 200 | 114 | 3506 | 193 | 332 | 96 | 112 | 1040 | 282 | 79 | 1951 | 627 | 241 | 225 | 165 | 272 | 76 | 241 | 566 | 1826 | 449 | 107 | 267 | 84 |
| '56 | 479 | 306 | 243 | 6922 | 529 | 632 | 142 | 235 | 2183 | 529 | 230 | 3592 | 1316 | 514 | 490 | 320 | 507 | 134 | 567 | 1165 | 3149 | 796 | 194 | 654 | 202 |
| '55 | 289 | 189 | 140 | 3362 | 314 | 479 | 97 | 110 | 1100 | 290 | 120 | 1847 | 652 | 328 | 306 | 141 | 303 | 94 | 346 | 785 | 1497 | 364 | 126 | 439 | 124 |
| '54 | 351 | 310 | 153 | 4679 | 543 | 648 | 124 | 155 | 1474 | 364 | 144 | 2324 | 803 | 432 | 373 | 251 | 381 | 117 | 425 | 972 | 1850 | 534 | 112 | 529 | 119 |
| '53 | 470 | 304 | 166 | 5814 | 585 | 635 | 106 | 151 | 1477 | 464 | 175 | 2413 | 1031 | 462 | 452 | 243 | 420 | 115 | 534 | 1001 | 2183 | 580 | 148 | 559 | 164 |
| '52 | 292 | 204 | 123 | 4062 | 400 | 471 | 60 | 89 | 999 | 302 | 110 | 1488 | 652 | 274 | 302 | 196 | 277 | 98 | 383 | 709 | 1253 | 359 | 119 | 368 | 106 |
| '51 | 335 | 207 | 132 | 3533 | 391 | 518 | 65 | 149 | 1103 | 381 | 133 | 1652 | 736 | 337 | 315 | 231 | 272 | 101 | 393 | 756 | 1311 | 490 | 161 | 490 | 117 |
| '50 | 344 | 161 | 99 | 3113 | 366 | 386 | 62 | 118 | 1035 | 360 | 92 | 1208 | 587 | 311 | 268 | 219 | 271 | 97 | 439 | 627 | 990 | 359 | 126 | 468 | 94 |
| '49 | 509 | 373 | 195 | 5908 | 594 | 776 | 102 | 179 | 1635 | 469 | 223 | 1793 | 864 | 547 | 537 | 476 | 403 | 132 | 415 | 1043 | 1128 | 674 | 239 | 728 | 170 |
| '48 | 34 | 22 | 18 | 742 | 36 | 91 | 7 | 17 | 147 | 39 | 14 | 152 | 50 | 25 | 38 | 34 | 31 | 11 | 99 | 84 | 94 | 51 | 15 | 54 | 14 |
| '47 | 41 | 55 | 21 | 1036 | 63 | 149 | 5 | 17 | 200 | 41 | 36 | 173 | 77 | 45 | 55 | 41 | 42 | 18 | 74 | 142 | 90 | 61 | 27 | 60 | 13 |
| '46 | 15 | 32 | 8 | 528 | 39 | 62 | 7 | 10 | 84 | 19 | 22 | 93 | 36 | 25 | 17 | 34 | 27 | 10 | 10 | 81 | 61 | 51 | 12 | 35 | 12 |
| '45-'42 | 7 | 12 | | 183 | 11 | 15 | | 1 | 24 | 9 | 2 | 20 | 7 | 2 | 2 | 3 | 8 | 3 | 2 | 22 | 17 | 18 | 4 | 11 | 2 |

(Continued on Page 68)

# by Makes, States and Model Years

(Continued from Page 65)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

| | | Nebraska | Nevada | New Hampshire | New Jersey | New Mexico | New York | North Carolina | North Dakota | Ohio | Oklahoma | Oregon | Pennsylvania | Rhode Island | South Carolina | South Dakota | Tennessee | Texas | Utah | Vermont | Virginia | Washington | West Virginia | Wisconsin | Wyoming | Total All States |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DeSoto | '47 | 295 | 108 | 131 | 1820 | 124 | 3628 | 597 | 95 | 2569 | 423 | 794 | 3366 | 237 | 272 | 153 | 422 | 1081 | 313 | 82 | 735 | 1348 | 415 | 1089 | 75 | 41860 |
| | '46 | 206 | 79 | 59 | 1123 | 89 | 1961 | 398 | 57 | 1492 | 259 | 497 | 2126 | 110 | 186 | 82 | 281 | 673 | 203 | 44 | 439 | 998 | 270 | 590 | 47 | 25692 |
| | '45-'42 | 17 | 16 | 5 | 51 | 7 | 127 | 30 | 9 | 113 | 29 | 86 | 124 | 5 | 25 | 3 | 35 | 81 | 29 | 3 | 27 | 155 | 23 | 40 | 4 | 2840 |
| | '41 | 93 | 95 | 36 | 405 | 34 | 594 | 172 | 41 | 581 | 137 | 443 | 833 | 52 | 86 | 24 | 112 | 289 | 132 | 25 | 180 | 862 | 115 | 288 | 35 | 14302 |
| | '40 | 49 | 37 | 28 | 315 | 12 | 466 | 135 | 25 | 478 | 79 | 267 | 815 | 38 | 45 | 31 | 90 | 182 | 76 | 26 | 127 | 500 | 72 | 221 | 15 | 9378 |
| | '39 | 36 | 29 | 13 | 177 | 8 | 248 | 55 | 9 | 234 | 34 | 149 | 387 | 26 | 49 | 11 | 37 | 99 | 52 | 6 | 81 | 250 | 29 | 87 | 13 | 5195 |
| | Prior to '39 | 80 | 49 | 22 | 228 | 32 | 271 | 62 | 24 | 431 | 78 | 158 | 580 | 42 | 40 | 30 | 43 | 123 | 71 | 13 | 70 | 544 | 48 | 146 | 20 | 7727 |
| | Year Not Given | 5 | 1 | 2 | 61 | 4 | 185 | | 1 | 45 | 23 | 3 | 138 | 4 | 1 | 3 | 34 | 71 | 2 | | 9 | 55 | | | 1 | 1422 |
| Dodge | July 1, Total | 20335 | 4614 | 9047 | 108630 | 9369 | 260254 | 42817 | 8826 | 177328 | 27118 | 29953 | 196385 | 13366 | 20563 | 10590 | 37666 | 114177 | 11231 | 5718 | 46086 | 47449 | 29099 | 58810 | 5126 | 2575530 |
| | '57 | 691 | 166 | 464 | 7592 | 785 | 17620 | 2129 | 622 | 12432 | 1072 | 1366 | 13026 | 549 | 898 | 467 | 2083 | 6478 | 419 | 303 | 2079 | 1750 | 1502 | 2741 | 241 | 154790 |
| | '56 | 1327 | 378 | 803 | 10968 | 742 | 23803 | 3279 | 796 | 19150 | 1981 | 2793 | 19514 | 756 | 1477 | 487 | 2630 | 8228 | 825 | 482 | 3805 | 3349 | 2848 | 5329 | 427 | 223392 |
| | '55 | 1954 | 532 | 938 | 9966 | 1159 | 23099 | 4146 | 1041 | 19510 | 2438 | 3066 | 21044 | 1154 | 2034 | 1064 | 3777 | 11212 | 1207 | 476 | 4956 | 4285 | 3295 | 5544 | 562 | 261394 |
| | '54 | 1279 | 300 | 660 | 6278 | 623 | 17684 | 2481 | 621 | 11096 | 1458 | 1501 | 11366 | 781 | 1144 | 762 | 2247 | 6435 | 463 | 420 | 2759 | 2253 | 1643 | 3303 | 324 | 152439 |
| | '53 | 1915 | 540 | 1135 | 10705 | 1098 | 32142 | 5092 | 951 | 20239 | 2534 | 2757 | 21656 | 1677 | 2362 | 1228 | 4617 | 13740 | 1281 | 803 | 4653 | 4150 | 3172 | 5901 | 556 | 284668 |
| | '52 | 1506 | 315 | 688 | 8128 | 770 | 22918 | 3518 | 689 | 13862 | 2674 | 1948 | 15481 | 1049 | 1683 | 772 | 3298 | 10543 | 782 | 541 | 4158 | 2963 | 2333 | 5096 | 363 | 207639 |
| | '51 | 2135 | 353 | 815 | 10563 | 800 | 27030 | 4083 | 860 | 16280 | 2662 | 2364 | 18442 | 1290 | 2001 | 1063 | 3544 | 10500 | 1015 | 514 | 4662 | 3986 | 2730 | 6358 | 468 | 242427 |
| | '50 | 2718 | 442 | 1007 | 13135 | 974 | 32095 | 5391 | 923 | 20223 | 3523 | 3193 | 22101 | 1801 | 2670 | 1253 | 4927 | 15264 | 1333 | 610 | 5471 | 5260 | 3053 | 7493 | 618 | 304535 |
| | '49 | 2379 | 345 | 830 | 10170 | 860 | 23975 | 4468 | 860 | 15833 | 2814 | 3038 | 17877 | 1432 | 2094 | 1190 | 3902 | 12331 | 1176 | 537 | 4399 | 4874 | 2771 | 6126 | 555 | 242943 |
| | '48 | 1244 | 280 | 632 | 7186 | 434 | 14536 | 2458 | 482 | 9782 | 1730 | 1823 | 11358 | 962 | 1353 | 757 | 2268 | 6151 | 791 | 373 | 3014 | 3103 | 1821 | 3447 | 269 | 155406 |
| | '47 | 1136 | 263 | 447 | 6392 | 400 | 12650 | 2410 | 359 | 8399 | 1520 | 1736 | 10352 | 753 | 1076 | 625 | 1662 | 5411 | 692 | 248 | 2630 | 3055 | 1681 | 3012 | 250 | 133437 |
| | '46 | 629 | 168 | 206 | 3392 | 230 | 5953 | 1389 | 198 | 4131 | 864 | 1195 | 5576 | 424 | 632 | 335 | 1057 | 2792 | 383 | 120 | 1335 | 1983 | 936 | 1671 | 129 | 72491 |
| | '45-'42 | 135 | 54 | 23 | 303 | 67 | 540 | 169 | 47 | 465 | 138 | 361 | 519 | 56 | 112 | 55 | 152 | 581 | 107 | 25 | 136 | 652 | 112 | 186 | 34 | 11797 |
| | '41 | 325 | 137 | 105 | 1251 | 139 | 2014 | 548 | 96 | 1671 | 436 | 897 | 2130 | 218 | 276 | 136 | 458 | 1346 | 187 | 69 | 659 | 1731 | 357 | 707 | 86 | 36607 |
| | '40 | 309 | 103 | 102 | 969 | 96 | 1509 | 529 | 78 | 1495 | 375 | 709 | 1890 | 159 | 298 | 133 | 415 | 1279 | 200 | 63 | 540 | 1257 | 324 | 606 | 80 | 30725 |
| | '39 | 146 | 59 | 59 | 480 | 47 | 759 | 297 | 65 | 659 | 231 | 351 | 896 | 93 | 157 | 72 | 206 | 626 | 88 | 34 | 284 | 680 | 117 | 319 | 38 | 17066 |
| | Prior to '39 | 491 | 176 | 129 | 1086 | 134 | 1474 | 426 | 138 | 1958 | 572 | 853 | 2664 | 194 | 292 | 183 | 328 | 1045 | 275 | 88 | 515 | 1997 | 402 | 967 | 122 | 39996 |
| | Year Not Given | 16 | 3 | 4 | 66 | 11 | 453 | 4 | | 143 | 46 | 2 | 493 | 18 | 4 | 8 | 95 | 215 | 7 | | 31 | 121 | 2 | 4 | 4 | 3778 |
| Ford | July 1, Total | 115613 | 19310 | 31347 | 300481 | 47102 | 633475 | 293431 | 47763 | 589021 | 173927 | 112633 | 551730 | 45014 | 158405 | 48497 | 195374 | 652183 | 44956 | 20352 | 219683 | 176531 | 100479 | 217874 | 20082 | 10271549 |
| | '57 | 7188 | 1420 | 2208 | 30322 | 5588 | 69889 | 21163 | 4240 | 61208 | 9332 | 9447 | 49543 | 3406 | 9637 | 2971 | 17962 | 69544 | 2903 | 2188 | 14233 | 11921 | 7290 | 16646 | 1790 | 972048 |
| | '56 | 10219 | 2698 | 4165 | 46464 | 6529 | 99235 | 32556 | 5006 | 87651 | 19292 | 15294 | 82185 | 5278 | 15081 | 4086 | 22264 | 86154 | 4782 | 3048 | 27902 | 19628 | 14682 | 27811 | 2576 | 1360588 |
| | '55 | 11997 | 2599 | 4688 | 40899 | 6419 | 91555 | 33118 | 4893 | 84553 | 22301 | 14185 | 74007 | 5504 | 15540 | 5687 | 24370 | 88227 | 5404 | 2580 | 29933 | 18863 | 10762 | 28105 | 2575 | 1353962 |
| | '54 | 11574 | 1798 | 3548 | 36001 | 4697 | 79257 | 25760 | 4350 | 66170 | 19753 | 10119 | 57781 | 4693 | 12113 | 5376 | 19737 | 69794 | 3900 | 2162 | 25666 | 16043 | 8840 | 24552 | 2048 | 1100151 |
| | '53 | 11567 | 2074 | 3647 | 37518 | 5108 | 76970 | 31068 | 5061 | 70384 | 17904 | 12434 | 72066 | 5353 | 14956 | 4877 | 20328 | 70314 | 4920 | 2433 | 23920 | 19596 | 10685 | 24740 | 2328 | 1160115 |
| | '52 | 6940 | 1068 | 2061 | 19329 | 2718 | 38969 | 17184 | 2749 | 35522 | 11673 | 6786 | 36687 | 2943 | 9003 | 2665 | 11154 | 37371 | 3168 | 1261 | 15014 | 10757 | 5733 | 13421 | 1269 | 611606 |
| | '51 | 10377 | 1550 | 2767 | 26104 | 3834 | 54826 | 30644 | 4274 | 50629 | 15180 | 9657 | 49305 | 4758 | 15597 | 4422 | 18813 | 53010 | 4522 | 1763 | 19689 | 15750 | 9533 | 18895 | 1717 | 879285 |
| | '50 | 12957 | 1658 | 3012 | 27277 | 4255 | 55980 | 37574 | 4656 | 54346 | 18752 | 11259 | 54805 | 5340 | 22184 | 5308 | 22722 | 65055 | 5333 | 1722 | 23495 | 18817 | 11850 | 23036 | 1980 | 1022480 |
| | '49 | 10684 | 1435 | 2130 | 18851 | 3261 | 38080 | 25697 | 4125 | 37608 | 12757 | 9244 | 36924 | 3687 | 16463 | 4624 | 17373 | 45656 | 4117 | 1226 | 15894 | 16306 | 9401 | 17694 | 1691 | 750153 |
| | '48 | 2961 | 304 | 487 | 2698 | 685 | 5642 | 5613 | 920 | 6440 | 4699 | 1906 | 5527 | 599 | 3357 | 1168 | 3619 | 10135 | 759 | 319 | 5327 | 3566 | 1860 | 2771 | 331 | 153013 |
| | '47 | 3822 | 507 | 574 | 4324 | 914 | 8003 | 8899 | 1352 | 9817 | 5323 | 2871 | 8995 | 789 | 5295 | 1540 | 4677 | 13846 | 1139 | 405 | 5661 | 5481 | 3136 | 3998 | 548 | 214330 |
| | '46 | 3656 | 384 | 531 | 3373 | 808 | 5732 | 7871 | 1362 | 6980 | 4388 | 2476 | 7492 | 824 | 5189 | 1549 | 4344 | 12163 | 959 | 328 | 3957 | 4235 | 2462 | 3793 | 471 | 186876 |
| | '45-'42 | 615 | 169 | 83 | 525 | 298 | 824 | 800 | 282 | 992 | 840 | 409 | 785 | 124 | 545 | 242 | 722 | 2955 | 451 | 54 | 637 | 1637 | 256 | 647 | 147 | 35482 |
| | '41 | 2459 | 293 | 269 | 1540 | 497 | 1727 | 3643 | 999 | 2767 | 2947 | 1458 | 2739 | 396 | 2987 | 939 | 1793 | 7127 | 661 | 138 | 1888 | 2860 | 932 | 2314 | 316 | 101893 |
| | '40 | 1885 | 221 | 260 | 1123 | 373 | 1558 | 5054 | 623 | 2733 | 2185 | 1201 | 2479 | 340 | 3669 | 694 | 1882 | 6023 | 481 | 150 | 2015 | 2098 | 739 | 1746 | 249 | 88022 |
| | '39 | 1089 | 114 | 141 | 634 | 185 | 823 | 1552 | 330 | 1665 | 1221 | 530 | 1315 | 178 | 1318 | 383 | 618 | 2861 | 284 | 62 | 944 | 866 | 414 | 1144 | 147 | 43771 |
| | Prior to '39 | 5536 | 1011 | 756 | 3367 | 908 | 3539 | 5215 | 2531 | 9096 | 5033 | 3342 | 7569 | 755 | 5231 | 1930 | 2431 | 10830 | 1145 | 510 | 3362 | 7587 | 1888 | 6549 | 784 | 223980 |
| | Year Not Given | 87 | 17 | 20 | 132 | 25 | 866 | 20 | 7 | 460 | 347 | 15 | 1526 | 47 | 40 | 36 | 565 | 1118 | 48 | 3 | 146 | 520 | 17 | 12 | 15 | 13793 |
| Hudson | July 1, Total | 4352 | 1372 | 2979 | 23088 | 2049 | 46207 | 8053 | 1883 | 35899 | 5817 | 9324 | 39936 | 3333 | 4239 | 2542 | 6511 | 16982 | 4819 | 1102 | 10371 | 14556 | 5602 | 18272 | 1801 | 596924 |
| | '57 | 22 | 2 | 21 | 64 | 10 | 312 | 29 | 13 | 222 | 20 | 20 | 305 | 25 | 7 | 15 | 42 | 78 | 16 | 11 | 34 | 71 | 26 | 93 | 8 | 3534 |
| | '56 | 151 | 17 | 213 | 766 | 76 | 2329 | 300 | 132 | 1376 | 190 | 430 | 1927 | 170 | 76 | 119 | 192 | 686 | 136 | 76 | 399 | 638 | 277 | 1464 | 72 | 25786 |
| | '55 | 209 | 77 | 335 | 1239 | 101 | 2944 | 534 | 121 | 2125 | 327 | 688 | 2872 | 273 | 309 | 191 | 336 | 1155 | 199 | 71 | 720 | 850 | 403 | 1979 | 112 | 40866 |
| | '54 | 220 | 56 | 301 | 2147 | 122 | 4244 | 447 | 114 | 3216 | 334 | 417 | 3215 | 318 | 282 | 140 | 362 | 908 | 201 | 69 | 901 | 814 | 384 | 1317 | 124 | 43521 |
| | '53 | 349 | 119 | 366 | 2344 | 245 | 5166 | 706 | 160 | 3937 | 443 | 815 | 3945 | 339 | 417 | 207 | 590 | 1477 | 392 | 80 | 1102 | 1189 | 458 | 1475 | 138 | 57607 |
| | '52 | 406 | 168 | 267 | 2484 | 242 | 5197 | 768 | 170 | 3742 | 613 | 945 | 3986 | 305 | 424 | 188 | 699 | 1868 | 457 | 108 | 1368 | 1316 | 501 | 1331 | 216 | 59213 |
| | '51 | 898 | 244 | 452 | 4370 | 396 | 8151 | 1339 | 384 | 6418 | 931 | 1584 | 7228 | 456 | 677 | 497 | 1168 | 2812 | 910 | 162 | 1572 | 2340 | 904 | 3084 | 324 | 102082 |
| | '50 | 609 | 191 | 329 | 3366 | 284 | 6669 | 1091 | 205 | 4974 | 912 | 1155 | 5267 | 429 | 548 | 403 | 959 | 2506 | 822 | 137 | 1412 | 1767 | 702 | 2683 | 234 | 84650 |
| | '49 | 666 | 214 | 333 | 3039 | 320 | 5647 | 1211 | 316 | 5023 | 881 | 1343 | 5302 | 429 | 587 | 495 | 1125 | 2661 | 1001 | 203 | 1396 | 1918 | 887 | 2567 | 332 | 85134 |
| | '48 | 393 | 117 | 153 | 1661 | 133 | 2877 | 721 | 135 | 2294 | 578 | 701 | 2726 | 264 | 306 | 148 | 501 | 1333 | 294 | 68 | 755 | 1170 | 476 | 1023 | 89 | 41291 |
| | '47 | 164 | 53 | 79 | 768 | 52 | 1259 | 388 | 44 | 1004 | 210 | 431 | 1285 | 143 | 248 | 57 | 257 | 604 | 120 | 36 | 318 | 792 | 292 | 433 | 50 | 20778 |
| | '46 | 105 | 50 | 47 | 398 | 33 | 708 | 298 | 31 | 732 | 180 | 342 | 850 | 91 | 178 | 34 | 139 | 410 | 93 | 25 | 204 | 627 | 152 | 303 | 29 | 14322 |
| | '45-'42 | 29 | 8 | 2 | 38 | 6 | 67 | 27 | 5 | 80 | 25 | 52 | 115 | 11 | 30 | 3 | 18 | 82 | 32 | 4 | 25 | 144 | 10 | 49 | 5 | 2143 |
| | '41 | 35 | 17 | 31 | 143 | 11 | 181 | 68 | 11 | 233 | 42 | 166 | 272 | 21 | 59 | 10 | 30 | 123 | 49 | 9 | 58 | 313 | 50 | 160 | 21 | 5306 |
| | '40 | 30 | 12 | 25 | 86 | 7 | 130 | 49 | 9 | 185 | 30 | 81 | 247 | 18 | 19 | 12 | 32 | 69 | 22 | 8 | 36 | 174 | 30 | 102 | 13 | 3500 |
| | '39 | 10 | 7 | 7 | 44 | 3 | 71 | 18 | 3 | 57 | 15 | 29 | 93 | 12 | 13 | 1 | 11 | 35 | 22 | 9 | 27 | 67 | 17 | 46 | 8 | 1582 |
| | Prior to '39 | 51 | 20 | 17 | 111 | 8 | 143 | 58 | 29 | 255 | 72 | 123 | 215 | 24 | 59 | 21 | 32 | 128 | 48 | 25 | 34 | 332 | 31 | 162 | 24 | 4678 |
| | Year Not Given | 5 | | 1 | 20 | | 112 | 1 | 1 | 26 | 14 | 2 | 86 | 5 | | 1 | 18 | 47 | 5 | 1 | 10 | 34 | 2 | 1 | 2 | 931 |
| K-F | July 1, Total | 3651 | 685 | 1085 | 14321 | 1259 | 25629 | 6639 | 1415 | 22079 | 2865 | 5969 | 26329 | 2082 | 2732 | 2099 | 4058 | 11054 | 2161 | 694 | 6472 | 9509 | 3658 | 9469 | 553 | 346041 |
| | '56 | | | | 2 | 1 | 18 | 4 | | 24 | 1 | | 4 | 3 | 2 | 2 | 1 | 11 | 1 | | 1 | 13 | | 1 | | 246 |
| | '55 | 8 | 1 | 2 | 18 | 3 | 58 | 7 | | 54 | 2 | 3 | 27 | 1 | 3 | 2 | 6 | 30 | 3 | 1 | 19 | 12 | 5 | 6 | | 551 |
| | '54 | 48 | 13 | 36 | 292 | 18 | 711 | 75 | 29 | 643 | 46 | 94 | 602 | 51 | 34 | 37 | 45 | 140 | 39 | 11 | 175 | 137 | 57 | 289 | 9 | 7581 |
| | '53 | 296 | 60 | 135 | 1478 | 115 | 3370 | 554 | 87 | 2905 | 166 | 538 | 3201 | 251 | 259 | 116 | 462 | 1297 | 232 | 91 | 569 | 824 | 303 | 762 | 26 | 37843 |
| | '52 | 300 | 63 | 185 | 2016 | 131 | 3651 | 939 | 101 | 2834 | 270 | 661 | 3853 | 263 | 432 | 96 | 592 | 1846 | 289 | 93 | 1240 | 1102 | 408 | 796 | 47 | 44370 |
| | '51 | 1242 | 249 | 435 | 7067 | 506 | 11599 | 3312 | 500 | 9657 | 1002 | 2306 | 11813 | 916 | 1340 | 766 | 1700 | 4516 | 794 | 305 | 2143 | 3833 | 1674 | 4055 | 176 | 142924 |
| | '50 | 103 | 17 | 59 | 272 | 52 | 615 | 155 | 57 | 596 | 298 | 177 | 878 | 63 | 38 | 96 | 105 | 257 | 76 | 33 | 804 | 352 | 107 | 340 | 23 | 12154 |
| | '49 | 570 | 81 | 92 | 1015 | 167 | 2263 | 566 | 308 | 2230 | 335 | 744 | 2898 | 199 | 203 | 408 | 419 | 1013 | 363 | 78 | 525 | 1123 | 457 | 1427 | 89 | 37672 |
| | '48 | 712 | 101 | 92 | 1366 | 159 | 2066 | 601 | 211 | 2082 | 461 | 856 | 1905 | 194 | 224 | 367 | 457 | 1136 | 235 | 58 | 630 | 1112 | 409 | 1277 | 110 | 38531 |
| | '47 | 364 | 97 | 41 | 736 | 100 | 1172 | 421 | 119 | 954 | 259 | 568 | 1049 | 109 | 192 | 205 | 232 | 657 | 118 | 23 | 355 | 901 | 234 | 456 | 67 | 22147 |
| | Year Not Given | 8 | 3 | 8 | 59 | 7 | 106 | 5 | 3 | 100 | 25 | 22 | 99 | 32 | 5 | 4 | 39 | 151 | 11 | 1 | 11 | 100 | 4 | 60 | 6 | 2022 |
| Lincoln | July 1, Total | 2006 | 1137 | 899 | 11683 | 1469 | 25708 | 4194 | 810 | 18221 | 3425 | 4028 | 17394 | 1321 | 1910 | 952 | 2780 | 13870 | 1918 | 375 | 4476 | 5562 | 2175 | 5451 | 778 | 294541 |
| | '57 | 116 | 81 | 57 | 1036 | 129 | 2936 | 323 | 73 | 1439 | 134 | 283 | 1533 | 113 | 97 | 54 | 201 | 931 | 90 | 23 | 267 | 265 | 130 | 404 | 51 | 24062 |
| | '56 | 270 | 183 | 134 | 1950 | 230 | 4540 | 534 | 141 | 3000 | 428 | 643 | 2895 | 177 | 230 | 85 | 425 | 2059 | 263 | 64 | 577 | 600 | 328 | 996 | 117 | 46899 |
| | '55 | 151 | 80 | 109 | 991 | 154 | 2382 | 365 | 72 | 1613 | 377 | 329 | 1476 | 118 | 157 | 94 | 223 | 1464 | 146 | 36 | 436 | 441 | 161 | 507 | 55 | 25779 |
| | '54 | 232 | 122 | 118 | 1391 | 162 | 3229 | 337 | 93 | 2244 | 450 | 388 | 2024 | 161 | 158 | 98 | 317 | 1881 | 197 | 43 | 498 | 580 | 225 | 591 | 82 | 33788 |
| | '53 | 267 | 120 | 106 | 1337 | 209 | 3075 | 565 | 109 | 2456 | 404 | 521 | 2110 | 124 | 245 | 131 | 331 | 1856 | 245 | 47 | 545 | 779 | 284 | 619 | 98 | 37235 |
| | '52 | 172 | 95 | 87 | 871 | 106 | 1844 | 389 | 71 | 1702 | 306 | 339 | 1379 | 85 | 185 | 85 | 231 | 1211 | 181 | 29 | 420 | 479 | 171 | 419 | 77 | 24630 |
| | '51 | 193 | 82 | 70 | 1029 | 134 | 2149 | 458 | 59 | 1719 | 275 | 343 | 1646 | 136 | 205 | 98 | 271 | 1270 | 197 | 28 | 467 | 500 | 209 | 490 | 84 | 26421 |
| | '50 | 205 | 103 | 67 | 831 | 106 | 1709 | 382 | 43 | 1367 | 316 | 292 | 1281 | 84 | 204 | 86 | 216 | 1042 | 134 | 22 | 428 | 474 | 206 | 434 | 69 | 22301 |
| | '49 | 277 | 183 | 93 | 1625 | 155 | 2716 | 660 | 116 | 2101 | 430 | 593 | 2297 | 207 | 321 | 178 | 426 | 1596 | 336 | 55 | 574 | 946 | 370 | 778 | 103 | 37248 |
| | '48 | 19 | 14 | 15 | 139 | 17 | 297 | 35 | 5 | 124 | 104 | 48 | 127 | 20 | 23 | 7 | 23 | 143 | 19 | 3 | 125 | 71 | 21 | 35 | 7 | 3360 |
| | '47 | 33 | 26 | 16 | 171 | 23 | 342 | 56 | 4 | 175 | 58 | 84 | 208 | 37 | 34 | 13 | 40 | 136 | 32 | 3 | 48 | 132 | 32 | 68 | 8 | 4361 |
| | '46 | 14 | 5 | 5 | 99 | 12 | 142 | 30 | 6 | 74 | 39 | 59 | 127 | 18 | 16 | 5 | 21 | 62 | 25 | 5 | 33 | 67 | 12 | 38 | 2 | 2246 |
| | '45-'42 | 3 | 2 | 3 | 17 | 6 | 19 | 3 | | 18 | 10 | 9 | 24 | 3 | 4 | 1 | 5 | 25 | 3 | 1 | 4 | 15 | 3 | 9 | 1 | 573 |

(Continued on Page 69)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

# Cars in Operation in the United States

(Continued from Page 66)

| | Alabama | Arizona | Arkansas | California | Colorado | Connecticut | Delaware | District of Columbia | Florida | Georgia | Idaho | Illinois | Indiana | Iowa | Kansas | Kentucky | Louisiana | Maine | Maryland | Massachusetts | Michigan | Minnesota | Mississippi | Missouri | Montana |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Lincoln** '41 | 18 | 33 | 5 | 557 | 33 | 55 | 3 | 7 | 48 | 11 | 10 | 48 | 21 | 24 | 19 | 14 | 20 | 13 | 7 | 80 | 44 | 36 | 7 | 29 | 9 |
| '40 | 12 | 22 | 5 | 452 | 29 | 29 | 7 | 4 | 42 | 12 | 9 | 28 | 16 | 23 | 15 | 12 | 7 | 3 | 13 | 36 | 28 | 16 | 3 | 18 | 6 |
| '39 | 6 | 10 | 5 | 224 | 14 | 14 | 1 | | 17 | 8 | 6 | 17 | 9 | 6 | 9 | 6 | 6 | 5 | 5 | 18 | 20 | 12 | 6 | 1 | 5 |
| Prior to '39 | 21 | 23 | 5 | 412 | 21 | 35 | 2 | 2 | 31 | 9 | 6 | 34 | 19 | 25 | 14 | 4 | 4 | 7 | 9 | 42 | 26 | 25 | 2 | 31 | 14 |
| Year Not Given | 4 | 3 | 2 | 3 | 2 | 5 | 5 | 28 | 46 | 14 | 1 | 11 | 3 | 7 | | 8 | 6 | | 21 | 15 | 38 | 3 | 2 | | 1 |
| **Mercury July 1, Total** | 36149 | 16009 | 17046 | 277555 | 28851 | 34685 | 5797 | 7801 | 66683 | 41021 | 9908 | 137132 | 57687 | 38855 | 33456 | 28442 | 31954 | 9729 | 29538 | 58595 | 121874 | 47113 | 17198 | 50898 | 9366 |
| '57 | 2404 | 1238 | 1345 | 17975 | 1368 | 1645 | 543 | 682 | 4358 | 2638 | 400 | 9718 | 4800 | 2537 | 2182 | 1979 | 2579 | 633 | 2302 | 3129 | 12426 | 3644 | 1076 | 2386 | 594 |
| '56 | 4749 | 1914 | 2795 | 39170 | 3058 | 3976 | 1103 | 1150 | 9348 | 4909 | 1169 | 20189 | 8467 | 4315 | 4307 | 3796 | 4822 | 1256 | 4190 | 6976 | 18344 | 5627 | 2402 | 6127 | 1227 |
| '55 | 4187 | 1875 | 2295 | 39152 | 3365 | 4140 | 799 | 1193 | 9503 | 5356 | 1167 | 21645 | 8592 | 4669 | 4265 | 3130 | 4217 | 1149 | 4014 | 6754 | 21611 | 5557 | 2133 | 7232 | 1142 |
| '54 | 2963 | 1581 | 1465 | 28215 | 2879 | 4233 | 596 | 981 | 6976 | 3839 | 982 | 15701 | 5898 | 3791 | 3260 | 2500 | 3138 | 1016 | 3583 | 6768 | 13885 | 4504 | 1426 | 5233 | 876 |
| '53 | 4509 | 1873 | 1836 | 31665 | 3507 | 4484 | 721 | 1043 | 8006 | 5029 | 1271 | 19554 | 7841 | 4723 | 3888 | 3277 | 3665 | 1204 | 3699 | 7924 | 15451 | 5554 | 2063 | 6330 | 1161 |
| '52 | 2367 | 1331 | 1079 | 19601 | 2054 | 2575 | 335 | 526 | 4277 | 2609 | 858 | 9497 | 4057 | 2474 | 2386 | 1909 | 1983 | 675 | 2150 | 4062 | 6931 | 3131 | 1160 | 3354 | 704 |
| '51 | 4228 | 1810 | 1993 | 30159 | 3632 | 4437 | 528 | 779 | 7642 | 4754 | 1252 | 14915 | 6446 | 4935 | 4047 | 3598 | 3503 | 1253 | 2784 | 6955 | 12197 | 5799 | 1921 | 6351 | 1173 |
| '50 | 4815 | 1661 | 1792 | 27518 | 3536 | 3943 | 513 | 732 | 7503 | 5101 | 998 | 12495 | 5077 | 4766 | 3853 | 3191 | 3559 | 1031 | 3575 | 6359 | 10248 | 5513 | 1916 | 6612 | 984 |
| '49 | 3366 | 1453 | 1381 | 22890 | 3057 | 3136 | 413 | 458 | 5389 | 3565 | 1029 | 9153 | 4191 | 4424 | 3332 | 3088 | 2705 | 906 | 1779 | 5278 | 6643 | 4744 | 1573 | 4450 | 876 |
| '48 | 691 | 206 | 227 | 3477 | 402 | 388 | 45 | 51 | 766 | 770 | 135 | 1092 | 609 | 391 | 377 | 528 | 400 | 132 | 700 | 858 | 935 | 495 | 361 | 585 | 107 |
| '47 | 767 | 397 | 317 | 6189 | 662 | 670 | 93 | 58 | 993 | 916 | 227 | 1256 | 663 | 591 | 587 | 628 | 518 | 205 | 428 | 1245 | 1350 | 813 | 467 | 837 | 172 |
| '46 | 632 | 268 | 291 | 4869 | 605 | 507 | 47 | 23 | 901 | 739 | 194 | 923 | 556 | 565 | 446 | 503 | 466 | 128 | 121 | 834 | 833 | 841 | 367 | 738 | 156 |
| '45-'42 | 47 | 39 | 34 | 670 | 69 | 58 | 7 | 2 | 90 | 74 | 29 | 123 | 77 | 75 | 56 | 46 | 53 | 13 | 17 | 55 | 72 | 108 | 51 | 72 | 26 |
| '41 | 180 | 158 | 93 | 2820 | 244 | 204 | 15 | 14 | 308 | 259 | 87 | 255 | 133 | 220 | 193 | 116 | 144 | 44 | 45 | 250 | 263 | 324 | 122 | 276 | 7[illegible] |
| '40 | 139 | 98 | 54 | 2043 | 266 | 166 | 11 | 10 | 257 | 182 | 57 | 250 | 122 | 181 | 158 | 83 | 91 | 47 | 35 | 201 | 215 | 269 | 79 | 193 | 48 |
| '39 | 77 | 57 | 40 | 1029 | 126 | 90 | 4 | 8 | 129 | 102 | 40 | 147 | 46 | 105 | 96 | 30 | 49 | 32 | 23 | 81 | 157 | 168 | 38 | 100 | 30 |
| Year Not Given | 28 | 50 | 9 | 113 | 21 | 33 | 24 | 91 | 237 | 179 | 13 | 219 | 112 | 93 | 23 | 40 | 62 | 5 | 93 | 166 | 313 | 22 | 43 | 22 | 14 |
| **Nash July 1, Total** | 10156 | 7347 | 5271 | 111844 | 13461 | 20460 | 2064 | 2642 | 28316 | 10448 | 5954 | 77674 | 31660 | 17726 | 17494 | 11658 | 8336 | 6005 | 13709 | 39985 | 49051 | 23379 | 4442 | 27059 | 4571 |
| '57 | 511 | 461 | 182 | 5602 | 634 | 1217 | 84 | 181 | 1419 | 571 | 276 | 4419 | 1502 | 928 | 722 | 268 | 318 | 527 | 658 | 2772 | 4196 | 1786 | 121 | 803 | 368 |
| '56 | 530 | 488 | 310 | 7371 | 874 | 2007 | 146 | 176 | 1725 | 713 | 466 | 5621 | 1912 | 959 | 1056 | 405 | 559 | 550 | 884 | 3320 | 4193 | 1331 | 159 | 1211 | 401 |
| '55 | 877 | 615 | 417 | 9696 | 1145 | 2233 | 140 | 317 | 2483 | 918 | 463 | 7674 | 2933 | 1264 | 1497 | 788 | 707 | 686 | 1046 | 4630 | 4969 | 1610 | 314 | 1901 | 398 |
| '54 | 609 | 521 | 274 | 6448 | 890 | 1814 | 134 | 230 | 2287 | 696 | 378 | 6659 | 2665 | 1241 | 1357 | 718 | 587 | 451 | 1153 | 3855 | 4403 | 1521 | 229 | 1640 | 353 |
| '53 | 1026 | 673 | 560 | 10834 | 1100 | 2331 | 258 | 229 | 2895 | 979 | 555 | 10012 | 4045 | 1805 | 1660 | 1532 | 790 | 605 | 1689 | 4820 | 6941 | 1976 | 384 | 2926 | 401 |
| '52 | 1359 | 868 | 757 | 14058 | 1578 | 2031 | 284 | 372 | 3899 | 1304 | 730 | 10129 | 3739 | 1954 | 2482 | 1598 | 1403 | 559 | 1957 | 4027 | 6464 | 2439 | 680 | 3783 | 431 |
| '51 | 1946 | 1321 | 1051 | 20035 | 2417 | 2886 | 374 | 448 | 5467 | 1923 | 989 | 13666 | 6137 | 3475 | 3422 | 2390 | 1432 | 889 | 1999 | 5616 | 7915 | 3739 | 802 | 5944 | 641 |
| '50 | 1192 | 860 | 691 | 13776 | 1961 | 1619 | 214 | 238 | 3075 | 1071 | 776 | 7968 | 3887 | 2550 | 2213 | 1503 | 861 | 587 | 1649 | 3658 | 3400 | 3360 | 492 | 3955 | 500 |
| '49 | 753 | 552 | 365 | 7382 | 1033 | 1178 | 149 | 136 | 1810 | 648 | 535 | 4539 | 2054 | 1486 | 1200 | 911 | 566 | 377 | 903 | 2255 | 2058 | 2069 | 397 | 1914 | 390 |
| '48 | 651 | 370 | 299 | 5644 | 723 | 1274 | 121 | 111 | 1389 | 673 | 291 | 3154 | 1310 | 822 | 792 | 687 | 504 | 351 | 806 | 2255 | 2224 | 1350 | 406 | 1305 | 251 |
| '47 | 372 | 275 | 176 | 4481 | 428 | 856 | 81 | 55 | 855 | 539 | 207 | 1804 | 707 | 492 | 487 | 413 | 323 | 194 | 549 | 1397 | 1130 | 890 | 229 | 723 | 153 |
| '46 | 206 | 186 | 121 | 3280 | 294 | 543 | 47 | 32 | 528 | 257 | 139 | 991 | 376 | 317 | 325 | 271 | 182 | 107 | 203 | 756 | 550 | 584 | 137 | 513 | 118 |
| '45-'42 | 19 | 23 | 5 | 387 | 33 | 45 | 1 | | 49 | 21 | 17 | 125 | 52 | 42 | 29 | 17 | 13 | 12 | 11 | 55 | 68 | 70 | 14 | 30 | 18 |
| '41 | 34 | 35 | 21 | 1062 | 87 | 143 | 5 | 5 | 116 | 24 | 39 | 288 | 100 | 112 | 94 | 47 | 20 | 25 | 40 | 137 | 112 | 206 | 24 | 140 | 46 |
| '40 | 17 | 31 | 19 | 558 | 65 | 89 | 2 | 6 | 73 | 23 | 25 | 164 | 78 | 80 | 45 | 26 | 20 | 25 | 26 | 110 | 81 | 125 | 11 | 97 | 24 |
| '39 | 17 | 21 | 10 | 315 | 43 | 47 | 1 | | 45 | 8 | 19 | 100 | 31 | 35 | 13 | 15 | 8 | 17 | 18 | 68 | 37 | 77 | 7 | 52 | 23 |
| Prior to '39 | 24 | 36 | 9 | 901 | 153 | 135 | 2 | 8 | 77 | 32 | 41 | 251 | 86 | 130 | 87 | 52 | 21 | 41 | 38 | 169 | 131 | 227 | 21 | 109 | 51 |
| Year Not Given | 13 | 11 | 4 | 14 | 3 | 12 | 21 | 98 | 124 | 48 | 8 | 110 | 46 | 34 | 13 | 17 | 22 | 2 | 80 | 85 | 179 | 19 | 15 | 13 | 4 |
| **Olds. July 1, Total** | 41673 | 19046 | 18501 | 332687 | 33980 | 53958 | 9255 | 13168 | 193523 | 48700 | 12322 | 205980 | 91339 | 48607 | 41563 | 41590 | 43669 | 13108 | 40939 | 109724 | 157157 | 67158 | 19887 | 64029 | 12587 |
| '57 | 3012 | 1476 | 1441 | 19945 | 1700 | 2694 | 690 | 1115 | 6790 | 4059 | 493 | 17616 | 6917 | 3455 | 3153 | 3182 | 4102 | 719 | 3138 | 6997 | 16018 | 5861 | 1666 | 3790 | 884 |
| '56 | 6414 | 2246 | 3180 | 39267 | 3697 | 7026 | 1386 | 2059 | 14168 | 7529 | 1405 | 32600 | 14769 | 5418 | 5588 | 5900 | 8319 | 1590 | 7070 | 15802 | 27775 | 10043 | 3547 | 8467 | 162[illegible] |
| '55 | 7010 | 2777 | 3732 | 51628 | 5349 | 8598 | 1411 | 2665 | 17896 | 8548 | 1855 | 42176 | 16124 | 7722 | 6566 | 6073 | 8829 | 1574 | 7302 | 17012 | 33371 | 11567 | 3538 | 12338 | 2004 |
| '54 | 3666 | 1909 | 1830 | 32737 | 3768 | 5274 | 954 | 1436 | 10376 | 4232 | 1162 | 26060 | 9716 | 5297 | 4540 | 3604 | 4511 | 1099 | 4359 | 11168 | 18875 | 7567 | 1808 | 7260 | 1388 |
| '53 | 4228 | 1943 | 1648 | 31147 | 3607 | 5250 | 954 | 1321 | 9430 | 4492 | 1363 | 21218 | 9432 | 4972 | 4149 | 4039 | 3847 | 1156 | 3743 | 10511 | 16052 | 6584 | 1737 | 6391 | 1387 |
| '52 | 2800 | 1305 | 1073 | 20466 | 2319 | 3213 | 521 | 830 | 5377 | 3052 | 906 | 11431 | 5589 | 2917 | 2706 | 2517 | 2487 | 911 | 2593 | 6058 | 8196 | 3826 | 1204 | 3757 | 839 |
| '51 | 3737 | 1600 | 1379 | 27332 | 3002 | 4516 | 691 | 899 | 6737 | 4072 | 1153 | 13623 | 6987 | 4167 | 3363 | 3575 | 2912 | 1202 | 2840 | 8706 | 9262 | 4941 | 1532 | 4601 | 1037 |
| '50 | 5247 | 2192 | 1777 | 38832 | 4223 | 6275 | 993 | 1174 | 9257 | 6555 | 1406 | 17373 | 8792 | 6008 | 4282 | 4936 | 3884 | 1722 | 4125 | 12356 | 11586 | 7002 | 2130 | 6481 | 1301 |
| '49 | 2651 | 1311 | 995 | 24967 | 2451 | 4165 | 587 | 680 | 5552 | 2808 | 951 | 10547 | 5476 | 3638 | 2640 | 3346 | 2195 | 1173 | 2682 | 8238 | 6538 | 4187 | 1162 | 4100 | 831 |
| '48 | 1081 | 607 | 535 | 11749 | 1034 | 2002 | 314 | 339 | 2518 | 1117 | 434 | 5364 | 2823 | 1659 | 1460 | 1579 | 979 | 575 | 1156 | 4286 | 4000 | 1854 | 598 | 2313 | 358 |
| '47 | 791 | 577 | 366 | 10127 | 979 | 1770 | 299 | 209 | 2191 | 826 | 378 | 3634 | 2048 | 1311 | 1174 | 1223 | 654 | 442 | 849 | 3541 | 2403 | 1392 | 386 | 1873 | 287 |
| '46 | 342 | 284 | 161 | 5256 | 472 | 878 | 111 | 77 | 899 | 346 | 238 | 1420 | 820 | 575 | 531 | 536 | 330 | 201 | 277 | 1547 | 853 | 657 | 146 | 849 | 144 |
| '45-'42 | 53 | 72 | 32 | 1223 | 83 | 154 | 27 | 9 | 126 | 59 | 30 | 202 | 168 | 104 | 80 | 65 | 47 | 27 | 25 | 184 | 127 | 89 | 22 | 111 | 23 |
| '41 | 230 | 289 | 145 | 6939 | 466 | 877 | 80 | 70 | 773 | 307 | 199 | 1002 | 531 | 462 | 534 | 384 | 218 | 211 | 235 | 1309 | 649 | 561 | 148 | 680 | 172 |
| '40 | 157 | 162 | 89 | 4123 | 274 | 524 | 55 | 37 | 580 | 214 | 134 | 617 | 424 | 322 | 319 | 263 | 131 | 208 | 165 | 842 | 451 | 338 | 99 | 456 | 118 |
| '39 | 98 | 74 | 29 | 2109 | 155 | 252 | 18 | 11 | 208 | 105 | 66 | 287 | 181 | 141 | 136 | 105 | 56 | 103 | 96 | 404 | 202 | 183 | 39 | 185 | 53 |
| Prior to '39 | 119 | 212 | 74 | 4790 | 393 | 454 | 24 | 36 | 385 | 163 | 140 | 641 | 473 | 385 | 313 | 230 | 103 | 185 | 159 | 633 | 542 | 473 | 65 | 363 | 121 |
| Year Not Given | 37 | 10 | 15 | 50 | 8 | 36 | 140 | 201 | 266 | 216 | 9 | 169 | 69 | 54 | 29 | 33 | 65 | 10 | 125 | 130 | 257 | 33 | 60 | 14 | 20 |
| **Pack'rd July 1, Total** | 5207 | 4023 | 2414 | 59571 | 6279 | 12009 | 1280 | 2645 | 18292 | 6041 | 2243 | 33984 | 14643 | 7519 | 6797 | 6095 | 5561 | 2427 | 9080 | 15057 | 22918 | 11888 | 2616 | 10744 | 2449 |
| '57 | 25 | 12 | 5 | 148 | 30 | 56 | 9 | 10 | 54 | 40 | 2 | 193 | 88 | 24 | 29 | 35 | 28 | 10 | 80 | 55 | 110 | 52 | 15 | 35 | 6 |
| '56 | 195 | 175 | 88 | 2333 | 270 | 703 | 55 | 136 | 768 | 281 | 122 | 1907 | 834 | 271 | 341 | 200 | 300 | 111 | 528 | 746 | 1273 | 533 | 123 | 421 | 149 |
| '55 | 385 | 323 | 210 | 4164 | 478 | 1179 | 104 | 368 | 1576 | 550 | 238 | 3626 | 1583 | 688 | 670 | 420 | 543 | 224 | 979 | 1405 | 2962 | 1091 | 259 | 891 | 283 |
| '54 | 202 | 224 | 92 | 2082 | 290 | 682 | 64 | 137 | 1033 | 289 | 83 | 2391 | 711 | 332 | 277 | 257 | 240 | 123 | 608 | 946 | 1624 | 581 | 78 | 480 | 178 |
| '53 | 781 | 482 | 285 | 6726 | 733 | 1699 | 186 | 364 | 2900 | 901 | 273 | 5838 | 2771 | 735 | 858 | 791 | 1049 | 352 | 1091 | 2297 | 4895 | 1621 | 356 | 1490 | 344 |
| '52 | 683 | 442 | 292 | 5308 | 670 | 1002 | 112 | 283 | 2065 | 665 | 260 | 3194 | 1432 | 714 | 794 | 664 | 809 | 224 | 1293 | 1259 | 2513 | 1103 | 369 | 1237 | 246 |
| '51 | 837 | 596 | 401 | 8269 | 996 | 1686 | 192 | 399 | 2889 | 889 | 352 | 5523 | 2168 | 1225 | 1079 | 1003 | 783 | 324 | 1054 | 2075 | 3333 | 1974 | 391 | 1663 | 323 |
| '50 | 620 | 338 | 255 | 5256 | 719 | 1042 | 137 | 259 | 1918 | 651 | 246 | 3313 | 1372 | 949 | 829 | 675 | 510 | 219 | 989 | 1233 | 1419 | 1643 | 259 | 1130 | 19[illegible] |
| '49 | 651 | 419 | 353 | 5608 | 735 | 1046 | 135 | 279 | 2013 | 709 | 263 | 3794 | 1682 | 1140 | 906 | 887 | 554 | 250 | 948 | 1599 | 2061 | 1473 | 338 | 1490 | 295 |
| '48 | 362 | 408 | 215 | 7000 | 538 | 1046 | 117 | 165 | 1357 | 428 | 185 | 2180 | 1056 | 788 | 453 | 538 | 352 | 261 | 584 | 1390 | 1571 | 770 | 184 | 818 | 168 |
| '47 | 140 | 146 | 71 | 2814 | 198 | 411 | 53 | 61 | 490 | 199 | 77 | 589 | 274 | 176 | 188 | 180 | 116 | 76 | 257 | 539 | 382 | 273 | 82 | 297 | 80 |
| '46 | 100 | 97 | 42 | 1848 | 116 | 245 | 22 | 28 | 274 | 98 | 29 | 330 | 181 | 102 | 103 | 116 | 76 | 28 | 115 | 271 | 136 | 143 | 51 | 195 | 36 |
| '45-'42 | 32 | 38 | 10 | 919 | 41 | 119 | 6 | 3 | 82 | 34 | 19 | 105 | 50 | 36 | 27 | 47 | 34 | 16 | 27 | 86 | 53 | 58 | 19 | 53 | 15 |
| '41 | 54 | 92 | 34 | 2024 | 128 | 289 | 18 | 33 | 252 | 86 | 27 | 255 | 94 | 83 | 68 | 73 | 51 | 55 | 112 | 332 | 137 | 145 | 21 | 148 | 38 |
| '40 | 60 | 93 | 17 | 1795 | 118 | 326 | 13 | 17 | 235 | 79 | 36 | 266 | 136 | 84 | 54 | 87 | 42 | 42 | 119 | 260 | 154 | 140 | 28 | 145 | 31 |
| '39 | 19 | 30 | 11 | 973 | 54 | 118 | 8 | 10 | 116 | 31 | 6 | 121 | 50 | 33 | 28 | 20 | 18 | 28 | 68 | 134 | 55 | 71 | 15 | 79 | 9 |
| Prior to '39 | 55 | 107 | 31 | 2287 | 164 | 358 | 12 | 32 | 192 | 81 | 22 | 325 | 142 | 128 | 87 | 95 | 46 | 79 | 162 | 402 | 201 | 209 | 22 | 169 | 42 |
| Year Not Given | 6 | 1 | 2 | 17 | 1 | 10 | 37 | 61 | 78 | 30 | 3 | 34 | 19 | 11 | 6 | 7 | 10 | 5 | 66 | 28 | 39 | 8 | 6 | 3 | 11 |
| **Plym. July 1, Total** | 74708 | 29747 | 40029 | 449269 | 51069 | 81601 | 14185 | 27228 | 127189 | 81224 | 18865 | 309405 | 151328 | 89187 | 72735 | 72855 | 71726 | 26816 | 89582 | 159667 | 243209 | 109429 | 41760 | 135630 | 19180 |
| '57 | 4322 | 2102 | 2205 | 27987 | 3161 | 4944 | 1251 | 2197 | 10416 | 5216 | 613 | 22711 | 11032 | 5007 | 4258 | 4497 | 5301 | 1584 | 7534 | 10278 | 28567 | 7298 | 2286 | 7166 | 1196 |
| '56 | 5939 | 2440 | 3616 | 40666 | 3774 | 7408 | 1794 | 3706 | 11784 | 7114 | 1576 | 30269 | 13683 | 5985 | 5310 | 5257 | 5957 | 2421 | 10863 | 14204 | 26417 | 7874 | 3858 | 11121 | 1714 |
| '55 | 8858 | 3469 | 4611 | 44388 | 4862 | 10022 | 1933 | 4210 | 15273 | 9420 | 1854 | 42863 | 18795 | 8903 | 7549 | 7211 | 8572 | 3190 | 11482 | 18570 | 39329 | 10682 | 5051 | 17842 | 2139 |
| '54 | 5123 | 2168 | 3191 | 24632 | 3046 | 7071 | 1109 | 2539 | 10550 | 5976 | 1130 | 25798 | 11404 | 6353 | 5036 | 4615 | 5823 | 2201 | 7857 | 13460 | 19053 | 7418 | 3114 | 10025 | 1587 |
| '53 | 8521 | 3202 | 5372 | 44202 | 5143 | 8864 | 1479 | 2994 | 14027 | 9531 | 1927 | 37307 | 18745 | 10000 | 8156 | 8025 | 8752 | 3092 | 9272 | 17375 | 29810 | 12432 | 5182 | 16138 | 2113 |

(Continued on Page 70)

# by Makes, States and Model Years

(Continued from Page 67)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

| | | Nebraska | Nevada | New Hampshire | New Jersey | New Mexico | New York | North Carolina | North Dakota | Ohio | Oklahoma | Oregon | Pennsylvania | Rhode Island | South Carolina | South Dakota | Tennessee | Texas | Utah | Vermont | Virginia | Washington | West Virginia | Wisconsin | Wyoming | Total All States |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Lincoln | '41 | 15 | 13 | 6 | 73 | 8 | 121 | 20 | 3 | 55 | 33 | 40 | 98 | 13 | 12 | 3 | 19 | 60 | 21 | 2 | 24 | 51 | 7 | 25 | 9 | 1882 |
| | '40 | 14 | 12 | 7 | 44 | 10 | 49 | 14 | 5 | 38 | 25 | 19 | 37 | 6 | 9 | 2 | 10 | 42 | 15 | 2 | 12 | 43 | 9 | 13 | 5 | 1289 |
| | '39 | 2 | 8 | 2 | 15 | 5 | 24 | 12 | 2 | 15 | 12 | 14 | 22 | 6 | 4 | 6 | 6 | 14 | 8 | 4 | 4 | 25 | 3 | 13 | 3 | 659 |
| | Prior to '39 | 22 | 8 | 4 | 46 | 2 | 69 | 11 | 8 | 58 | 24 | 24 | 49 | 12 | 4 | 4 | 4 | 37 | 5 | 8 | 10 | 75 | 4 | 10 | 5 | 1326 |
| | Year Not Given | 1 | | | 18 | 1 | 65 | | | 23 | | | 61 | 1 | 2 | 2 | 11 | 41 | 1 | | 4 | 19 | | 2 | 2 | 482 |
| **Mercury** | **July 1, Total** | **22534** | **5484** | **6878** | **84823** | **11811** | **176101** | **44966** | **8268** | **139380** | **34264** | **26846** | **129710** | **9488** | **21387** | **10092** | **32489** | **130321** | **13270** | **3596** | **39997** | **36728** | **20034** | **44828** | **5357** | **2271928** |
| | '57 | 1198 | 295 | 431 | 5371 | 985 | 15176 | 2344 | 607 | 10123 | 1663 | 1588 | 10321 | 459 | 1110 | 437 | 2318 | 8911 | 617 | 281 | 2710 | 1606 | 1290 | 2587 | 369 | 158078 |
| | '56 | 2153 | 780 | 900 | 10765 | 1678 | 24446 | 5353 | 1097 | 20285 | 3427 | 3842 | 19379 | 1134 | 2384 | 692 | 4257 | 16652 | 1676 | 488 | 5020 | 3792 | 3051 | 6123 | 649 | 305409 |
| | '55 | 2567 | 802 | 1038 | 11314 | 1586 | 24492 | 5016 | 946 | 19804 | 4933 | 3603 | 17471 | 1104 | 2248 | 1242 | 4363 | 18731 | 1490 | 450 | 5755 | 4172 | 2227 | 5758 | 704 | 310958 |
| | '54 | 2319 | 481 | 762 | 12163 | 1046 | 23048 | 3350 | 752 | 15513 | 3638 | 2317 | 13413 | 1113 | 1446 | 902 | 2918 | 13515 | 1174 | 369 | 4340 | 3540 | 1595 | 4138 | 533 | 240674 |
| | '53 | 2690 | 630 | 863 | 11028 | 1392 | 23840 | 5943 | 969 | 18394 | 4126 | 2884 | 17011 | 1229 | 2532 | 1162 | 3926 | 16647 | 1633 | 444 | 5078 | 4549 | 2146 | 5236 | 613 | 285243 |
| | '52 | 1605 | 378 | 494 | 5404 | 895 | 11410 | 3201 | 581 | 9638 | 2523 | 2091 | 8481 | 705 | 1423 | 659 | 2152 | 8832 | 1127 | 243 | 2912 | 2902 | 1275 | 3202 | 381 | 154599 |
| | '51 | 3062 | 632 | 764 | 9859 | 1339 | 19689 | 5733 | 1027 | 16306 | 3629 | 3310 | 15166 | 1122 | 2549 | 1461 | 3747 | 14549 | 1799 | 482 | 4304 | 4770 | 2395 | 5885 | 655 | 261325 |
| | '50 | 2822 | 536 | 685 | 9193 | 1294 | 16732 | 5963 | 699 | 13399 | 4533 | 2681 | 13044 | 1050 | 3093 | 1327 | 3518 | 15645 | 1512 | 333 | 4338 | 4132 | 2321 | 5258 | 605 | 242004 |
| | '49 | 2412 | 527 | 552 | 6378 | 973 | 11835 | 4642 | 868 | 10772 | 2906 | 2779 | 10366 | 936 | 2401 | 1326 | 2985 | 10000 | 1330 | 324 | 3095 | 3913 | 2423 | 4387 | 472 | 187881 |
| | '48 | 294 | 71 | 98 | 723 | 116 | 1261 | 710 | 108 | 1292 | 869 | 276 | 1158 | 150 | 280 | 175 | 498 | 1437 | 132 | 53 | 844 | 436 | 316 | 431 | 61 | 26517 |
| | '47 | 504 | 136 | 127 | 1182 | 160 | 1821 | 1056 | 186 | 1786 | 758 | 536 | 1659 | 194 | 662 | 235 | 750 | 1872 | 301 | 49 | 703 | 925 | 482 | 652 | 113 | 37898 |
| | '46 | 460 | 93 | 69 | 810 | 150 | 1221 | 1019 | 183 | 1103 | 580 | 433 | 1180 | 153 | 661 | 233 | 619 | 1614 | 224 | 38 | 507 | 842 | 368 | 598 | 95 | 29806 |
| | '45-'42 | 55 | 9 | 5 | 51 | 23 | 95 | 79 | 19 | 100 | 67 | 55 | 99 | 15 | 63 | 37 | 40 | 246 | 34 | 7 | 44 | 87 | 14 | 60 | 8 | 3275 |
| | '41 | 161 | 49 | 30 | 239 | 97 | 278 | 272 | 80 | 290 | 246 | 216 | 319 | 48 | 232 | 86 | 139 | 618 | 96 | 13 | 134 | 354 | 57 | 240 | 44 | 11175 |
| | '40 | 136 | 42 | 24 | 183 | 41 | 224 | 190 | 57 | 238 | 167 | 149 | 238 | 35 | 202 | 65 | 102 | 396 | 74 | 14 | 119 | 258 | 48 | 166 | 35 | 8458 |
| | '39 | 77 | 20 | 11 | 93 | 26 | 128 | 91 | 29 | 107 | 116 | 79 | 133 | 18 | 95 | 41 | 45 | 184 | 30 | 8 | 61 | 130 | 24 | 105 | 13 | 4468 |
| | Year Not Given | 19 | 3 | 25 | 67 | 10 | 405 | 4 | | 230 | 83 | 7 | 272 | 23 | 6 | 12 | 112 | 472 | 21 | | 33 | 320 | 2 | 2 | 7 | 4160 |
| **Nash** | **July 1, Total** | **7642** | **1933** | **4666** | **34505** | **3706** | **78934** | **13581** | **3623** | **55986** | **10983** | **17104** | **66760** | **7052** | **6675** | **4388** | **12116** | **32624** | **5356** | **2701** | **14310** | **26345** | **9098** | **51982** | **2099** | **1024881** |
| | '57 | 305 | 36 | 357 | 1677 | 313 | 4222 | 628 | 336 | 2728 | 388 | 907 | 3515 | 402 | 188 | 277 | 520 | 1624 | 129 | 295 | 745 | 1163 | 309 | 2562 | 130 | 54282 |
| | '56 | 393 | 108 | 517 | 2077 | 207 | 5926 | 759 | 301 | 3515 | 688 | 1440 | 4587 | 493 | 271 | 303 | 586 | 1926 | 304 | 272 | 1101 | 1816 | 592 | 3936 | 114 | 69599 |
| | '55 | 520 | 175 | 605 | 2996 | 279 | 8520 | 1190 | 267 | 5085 | 860 | 1567 | 6058 | 802 | 379 | 390 | 941 | 2539 | 293 | 297 | 1489 | 2375 | 813 | 5543 | 153 | 93857 |
| | '54 | 514 | 162 | 436 | 3006 | 269 | 7262 | 862 | 271 | 4685 | 680 | 1058 | 4888 | 638 | 342 | 325 | 774 | 2157 | 303 | 266 | 1351 | 1531 | 527 | 3730 | 203 | 77353 |
| | '53 | 754 | 180 | 585 | 4452 | 367 | 9849 | 1328 | 369 | 7002 | 942 | 1558 | 7699 | 914 | 524 | 374 | 1175 | 3032 | 503 | 378 | 1288 | 2244 | 800 | 5521 | 176 | 113040 |
| | '52 | 931 | 278 | 447 | 4278 | 474 | 10332 | 1826 | 362 | 7447 | 1629 | 1934 | 7905 | 733 | 998 | 425 | 1767 | 5307 | 735 | 285 | 1759 | 2857 | 980 | 5983 | 220 | 128777 |
| | '51 | 1484 | 292 | 647 | 6173 | 696 | 13505 | 2655 | 544 | 9704 | 1880 | 2930 | 12367 | 1064 | 1563 | 725 | 2420 | 6349 | 990 | 407 | 2359 | 4504 | 1670 | 9198 | 349 | 181399 |
| | '50 | 1003 | 258 | 389 | 3534 | 463 | 7371 | 1563 | 340 | 5751 | 1594 | 1771 | 7058 | 670 | 904 | 656 | 1389 | 3922 | 802 | 177 | 1471 | 3015 | 1053 | 5544 | 309 | 113063 |
| | '49 | 646 | 172 | 230 | 2014 | 271 | 4141 | 911 | 323 | 3519 | 875 | 1207 | 4337 | 397 | 492 | 398 | 814 | 2091 | 525 | 120 | 995 | 2012 | 887 | 3641 | 181 | 66859 |
| | '48 | 445 | 77 | 207 | 1917 | 147 | 3669 | 850 | 195 | 3022 | 583 | 843 | 3756 | 428 | 461 | 203 | 773 | 1606 | 315 | 78 | 835 | 1461 | 644 | 2744 | 103 | 53125 |
| | '47 | 264 | 78 | 126 | 1180 | 106 | 2089 | 564 | 130 | 1726 | 416 | 705 | 2106 | 249 | 301 | 138 | 475 | 1026 | 210 | 55 | 523 | 1104 | 448 | 1455 | 68 | 33358 |
| | '46 | 214 | 47 | 63 | 681 | 69 | 1177 | 333 | 89 | 929 | 252 | 499 | 1241 | 157 | 180 | 92 | 297 | 653 | 136 | 35 | 293 | 921 | 259 | 844 | 39 | 20563 |
| | '45-'42 | 28 | 8 | 2 | 36 | 3 | 81 | 12 | 24 | 91 | 24 | 78 | 90 | 11 | 16 | 13 | 24 | 70 | 17 | 4 | 11 | 135 | 20 | 131 | 6 | 2091 |
| | '41 | 39 | 14 | 8 | 162 | 21 | 221 | 31 | 31 | 233 | 51 | 235 | 272 | 30 | 21 | 25 | 49 | 94 | 32 | 7 | 29 | 374 | 39 | 363 | 20 | 5363 |
| | '40 | 22 | 13 | 9 | 104 | 3 | 158 | 27 | 8 | 176 | 37 | 138 | 211 | 15 | 9 | 15 | 34 | 58 | 13 | 4 | 20 | 209 | 27 | 200 | 8 | 3338 |
| | '39 | 10 | 8 | 5 | 52 | 3 | 75 | 8 | 10 | 72 | 23 | 59 | 124 | 15 | 6 | 3 | 10 | 15 | 10 | 11 | 15 | 81 | 11 | 103 | 8 | 1764 |
| | Prior to '39 | 69 | 26 | 29 | 147 | 14 | 197 | 34 | 23 | 242 | 35 | 172 | 370 | 27 | 19 | 18 | 32 | 84 | 36 | 10 | 19 | 468 | 18 | 444 | 12 | 5377 |
| | Year Not Given | 1 | 1 | 4 | 19 | 1 | 139 | | | 59 | 26 | 3 | 176 | 7 | 1 | 8 | 36 | 71 | 3 | | 7 | 75 | 1 | 40 | | 1673 |
| **Olds.** | **July 1, Total** | **22375** | **6962** | **9543** | **116879** | **12633** | **290396** | **65336** | **9448** | **196588** | **39796** | **35367** | **194255** | **16799** | **32172** | **10012** | **42572** | **165613** | **17137** | **5510** | **50697** | **54692** | **23641** | **80025** | **6464** | **3140962** |
| | '57 | 1456 | 350 | 493 | 7585 | 1275 | 24182 | 3997 | 902 | 13666 | 2253 | 1942 | 13570 | 915 | 1671 | 682 | 3046 | 14395 | 776 | 355 | 2988 | 2095 | 1346 | 4303 | 477 | 225633 |
| | '56 | 2597 | 935 | 1285 | 18605 | 1833 | 46249 | 7869 | 1401 | 30240 | 5421 | 4552 | 29324 | 2151 | 3445 | 1021 | 6581 | 25340 | 1952 | 703 | 6798 | 4860 | 3366 | 10383 | 845 | 454641 |
| | '55 | 3447 | 1378 | 1437 | 20881 | 2391 | 51909 | 10092 | 1630 | 33883 | 7656 | 5720 | 33612 | 2562 | 4557 | 1640 | 8506 | 33560 | 2769 | 647 | 9292 | 6989 | 3443 | 13419 | 1105 | 550184 |
| | '54 | 2491 | 739 | 990 | 12231 | 1386 | 31647 | 5859 | 1113 | 21418 | 5140 | 3186 | 19510 | 1557 | 2732 | 1397 | 4106 | 20834 | 1931 | 444 | 5358 | 4692 | 1950 | 8603 | 727 | 334637 |
| | '53 | 2338 | 736 | 945 | 10318 | 1284 | 27089 | 7112 | 891 | 20477 | 3914 | 3548 | 20088 | 1493 | 3326 | 1099 | 4159 | 16957 | 1977 | 611 | 4997 | 5809 | 2106 | 7874 | 722 | 310471 |
| | '52 | 1513 | 480 | 550 | 6483 | 900 | 16001 | 5031 | 501 | 12529 | 2646 | 2285 | 11955 | 919 | 2646 | 705 | 2601 | 11064 | 1260 | 409 | 3468 | 3426 | 1396 | 4960 | 471 | 191092 |
| | '51 | 1988 | 523 | 799 | 9105 | 985 | 22504 | 6585 | 748 | 15385 | 2896 | 3035 | 14973 | 1345 | 3512 | 1025 | 3557 | 11741 | 1481 | 497 | 4412 | 4927 | 1981 | 6998 | 542 | 245410 |
| | '50 | 2670 | 657 | 1114 | 12104 | 1217 | 29569 | 9852 | 946 | 19849 | 4011 | 3979 | 19915 | 2141 | 5374 | 1372 | 4829 | 15488 | 2132 | 719 | 5892 | 6879 | 2960 | 9340 | 659 | 333577 |
| | '49 | 1454 | 427 | 709 | 7831 | 609 | 18324 | 4331 | 547 | 12778 | 2278 | 2536 | 12967 | 1528 | 2519 | 824 | 2652 | 7175 | 1144 | 478 | 3357 | 4705 | 2017 | 6072 | 378 | 201511 |
| | '48 | 731 | 210 | 356 | 4026 | 254 | 8947 | 1518 | 280 | 6560 | 1093 | 1207 | 6132 | 724 | 782 | 393 | 1233 | 3113 | 482 | 181 | 1519 | 2340 | 1085 | 2790 | 148 | 96838 |
| | '47 | 684 | 144 | 316 | 3156 | 181 | 6330 | 1279 | 189 | 4416 | 891 | 1165 | 4797 | 558 | 649 | 263 | 964 | 2253 | 433 | 167 | 1110 | 2301 | 883 | 2154 | 139 | 75152 |
| | '46 | 264 | 86 | 111 | 1419 | 73 | 2517 | 585 | 81 | 1633 | 406 | 592 | 1979 | 265 | 267 | 129 | 397 | 1028 | 187 | 65 | 456 | 1197 | 347 | 890 | 58 | 32982 |
| | '45-'42 | 47 | 23 | 14 | 148 | 23 | 281 | 80 | 11 | 210 | 62 | 130 | 265 | 28 | 42 | 31 | 41 | 262 | 36 | 9 | 73 | 306 | 36 | 121 | 15 | 5436 |
| | '41 | 249 | 93 | 127 | 1097 | 85 | 1661 | 493 | 71 | 1293 | 385 | 607 | 1836 | 252 | 269 | 97 | 310 | 865 | 234 | 59 | 368 | 1430 | 279 | 793 | 63 | 30487 |
| | '40 | 143 | 64 | 87 | 801 | 48 | 1109 | 288 | 41 | 868 | 264 | 370 | 1246 | 150 | 180 | 79 | 205 | 522 | 169 | 62 | 237 | 873 | 208 | 525 | 34 | 19675 |
| | '39 | 77 | 33 | 71 | 368 | 25 | 557 | 140 | 30 | 354 | 139 | 169 | 636 | 64 | 85 | 44 | 95 | 221 | 49 | 33 | 140 | 372 | 75 | 230 | 23 | 9326 |
| | Prior to '39 | 201 | 80 | 132 | 645 | 56 | 959 | 222 | 65 | 904 | 302 | 339 | 1100 | 124 | 110 | 100 | 137 | 498 | 106 | 71 | 192 | 1377 | 160 | 566 | 56 | 19978 |
| | Year Not Given | 25 | 4 | 7 | 76 | 8 | 561 | 8 | 1 | 125 | 39 | 5 | 350 | 23 | 6 | 11 | 153 | 297 | 19 | | 40 | 114 | 3 | 4 | 2 | 3932 |
| **Pack'rd** | **July 1, Total** | **4071** | **1605** | **1555** | **25261** | **1928** | **48337** | **8486** | **1536** | **35022** | **5098** | **7059** | **47078** | **2754** | **3880** | **2406** | **6074** | **17191** | **2865** | **1303** | **9959** | **11356** | **5911** | **12084** | **1332** | **535933** |
| | '57 | 22 | 1 | 6 | 132 | 7 | 252 | 21 | 9 | 152 | 14 | 22 | 266 | 9 | 8 | 12 | 23 | 82 | 13 | 2 | 59 | 28 | 43 | 43 | 5 | 2382 |
| | '56 | 193 | 83 | 77 | 1262 | 82 | 2499 | 378 | 99 | 1954 | 219 | 276 | 2893 | 141 | 65 | 64 | 202 | 641 | 90 | 39 | 472 | 336 | 402 | 751 | 58 | 26139 |
| | '55 | 418 | 192 | 139 | 2492 | 206 | 5200 | 619 | 180 | 3696 | 457 | 462 | 4543 | 261 | 253 | 265 | 538 | 1546 | 209 | 80 | 996 | 831 | 455 | 1221 | 137 | 50595 |
| | '54 | 179 | 54 | 99 | 1743 | 84 | 3047 | 397 | 80 | 2087 | 199 | 208 | 3029 | 126 | 155 | 103 | 340 | 766 | 124 | 74 | 549 | 459 | 306 | 560 | 70 | 28842 |
| | '53 | 436 | 224 | 219 | 4299 | 265 | 8489 | 1342 | 188 | 6165 | 623 | 813 | 7383 | 398 | 532 | 308 | 915 | 2728 | 387 | 175 | 1323 | 1273 | 834 | 1706 | 161 | 81004 |
| | '52 | 351 | 170 | 128 | 2562 | 248 | 4861 | 993 | 165 | 3816 | 580 | 878 | 4400 | 238 | 418 | 233 | 647 | 2402 | 354 | 142 | 1145 | 963 | 651 | 1143 | 146 | 55267 |
| | '51 | 686 | 239 | 204 | 3817 | 287 | 7383 | 1278 | 282 | 5303 | 635 | 1160 | 6669 | 438 | 649 | 456 | 1003 | 2821 | 465 | 213 | 1336 | 1788 | 880 | 2015 | 209 | 80640 |
| | '50 | 450 | 130 | 138 | 2257 | 215 | 4332 | 964 | 171 | 3366 | 589 | 780 | 4353 | 288 | 443 | 311 | 594 | 1679 | 355 | 151 | 1052 | 1093 | 562 | 1446 | 140 | 52035 |
| | '49 | 570 | 134 | 177 | 2301 | 207 | 4977 | 1104 | 197 | 3724 | 683 | 829 | 5233 | 241 | 484 | 390 | 713 | 1833 | 290 | 173 | 1292 | 1311 | 715 | 1528 | 175 | 58909 |
| | '48 | 326 | 134 | 143 | 1974 | 124 | 3688 | 644 | 79 | 2397 | 512 | 715 | 3822 | 228 | 335 | 156 | 483 | 1283 | 213 | 97 | 785 | 1162 | 508 | 875 | 106 | 43723 |
| | '47 | 130 | 56 | 42 | 675 | 59 | 1105 | 210 | 27 | 730 | 195 | 241 | 1105 | 79 | 138 | 38 | 209 | 395 | 97 | 28 | 284 | 444 | 176 | 213 | 28 | 14873 |
| | '46 | 76 | 34 | 27 | 387 | 31 | 506 | 142 | 20 | 365 | 111 | 180 | 686 | 71 | 86 | 18 | 100 | 272 | 67 | 18 | 151 | 325 | 93 | 116 | 24 | 8688 |
| | '45-'42 | 26 | 16 | 8 | 105 | 13 | 172 | 47 | 5 | 115 | 31 | 60 | 220 | 16 | 30 | 8 | 44 | 81 | 19 | 5 | 44 | 154 | 34 | 38 | 13 | 3225 |
| | '41 | 43 | 40 | 47 | 337 | 33 | 455 | 106 | 7 | 308 | 71 | 154 | 661 | 63 | 90 | 3 | 84 | 174 | 43 | 22 | 142 | 330 | 74 | 110 | 11 | 8057 |
| | '40 | 54 | 40 | 36 | 367 | 20 | 489 | 105 | 7 | 255 | 70 | 116 | 663 | 46 | 68 | 11 | 75 | 203 | 49 | 30 | 124 | 312 | 79 | 118 | 17 | 7731 |
| | '39 | 20 | 13 | 7 | 150 | 12 | 195 | 40 | 5 | 127 | 24 | 53 | 296 | 22 | 48 | 4 | 25 | 78 | 18 | 23 | 66 | 97 | 24 | 45 | 11 | 3508 |
| | Prior to '39 | 88 | 44 | 54 | 386 | 34 | 555 | 95 | 15 | 443 | 75 | 112 | 712 | 83 | 77 | 22 | 62 | 168 | 69 | 31 | 128 | 423 | 74 | 155 | 20 | 9375 |
| | Year Not Given | 3 | 1 | 4 | 15 | 1 | 132 | 1 | | 19 | 10 | | 144 | 6 | 1 | 4 | 17 | 39 | 3 | | 11 | 27 | 1 | 1 | 1 | 940 |
| **Plym.** | **July 1, Total** | **47912** | **8905** | **16376** | **194356** | **18288** | **429654** | **96696** | **21671** | **302196** | **60886** | **54282** | **394118** | **28064** | **47935** | **22081** | **84559** | **237911** | **20272** | **11288** | **107645** | **85558** | **56577** | **105943** | **9464** | **5050260** |
| | '57 | 1985 | 424 | 1014 | 15023 | 1603 | 34236 | 5520 | 1183 | 23938 | 3032 | 2494 | 30085 | 1533 | 2713 | 968 | 5159 | 18490 | 986 | 769 | 5960 | 3124 | 2886 | 4833 | 534 | 351621 |
| | '56 | 3128 | 821 | 1594 | 22418 | 1439 | 52168 | 8374 | 1568 | 30639 | 4599 | 4305 | 44493 | 2266 | 3927 | 1102 | 6584 | 19702 | 1490 | 1048 | 10129 | 5877 | 6111 | 7956 | 706 | 477194 |
| | '55 | 4319 | 1043 | 2102 | 24413 | 2178 | 57238 | 10591 | 2106 | 37076 | 6192 | 5168 | 50102 | 3705 | 5326 | 2101 | 10458 | 28842 | 2175 | 1358 | 13155 | 7432 | 6194 | 11467 | 983 | 606802 |
| | '54 | 3108 | 618 | 1438 | 17828 | 1354 | 42842 | 7019 | 1704 | 22266 | 3885 | 3362 | 28866 | 2422 | 3312 | 1472 | 6750 | 18025 | 1180 | 1112 | 8310 | 5438 | 4093 | 7080 | 657 | 384420 |
| | '53 | 5036 | 958 | 1966 | 20365 | 2284 | 47402 | 11545 | 2505 | 34326 | 7212 | 5393 | 42888 | 2788 | 5383 | 2677 | 10074 | 28359 | 2049 | 1402 | 11543 | 8987 | 5701 | 11932 | 1098 | 565534 |

(Continued on Page 71)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

# Cars in Operation in the United States

(Continued from Page 68)

| | Alabama | Arizona | Arkansas | California | Colorado | Connecticut | Delaware | District of Columbia | Florida | Georgia | Idaho | Illinois | Indiana | Iowa | Kansas | Kentucky | Louisiana | Maine | Maryland | Massachusetts | Michigan | Minnesota | Mississippi | Missouri | Montana |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Plymouth** '52 | 5063 | 1838 | 2935 | 28052 | 3354 | 4936 | 828 | 2109 | 7895 | 5606 | 1337 | 20439 | 9478 | 5628 | 4803 | 4744 | 5157 | 1868 | 6311 | 10468 | 15163 | 7276 | 3004 | 8594 | 1264 |
| '51 | 8040 | 2814 | 4343 | 41133 | 5412 | 8043 | 1239 | 2529 | 12594 | 8506 | 1925 | 32505 | 15078 | 9521 | 7500 | 7803 | 7352 | 2680 | 8312 | 16149 | 23103 | 11559 | 4396 | 14043 | 1923 |
| '50 | 8554 | 2778 | 4429 | 43489 | 5755 | 7821 | 1133 | 2268 | 12881 | 8768 | 2024 | 30358 | 14774 | 9814 | 7943 | 8167 | 7750 | 2590 | 8668 | 16219 | 20687 | 12418 | 4465 | 15264 | 1849 |
| '49 | 7658 | 2637 | 3780 | 40082 | 5368 | 7013 | 1126 | 1698 | 11327 | 6924 | 1970 | 26863 | 13895 | 9960 | 7481 | 7868 | 6414 | 2329 | 6972 | 14937 | 16869 | 11370 | 3640 | 12574 | 1742 |
| '48 | 4693 | 1549 | 1951 | 25255 | 2888 | 3582 | 668 | 878 | 5734 | 5068 | 1136 | 14060 | 7108 | 5148 | 4360 | 4458 | 4027 | 1468 | 4091 | 8839 | 8719 | 6012 | 2708 | 7008 | 923 |
| '47 | 3233 | 1320 | 1402 | 21543 | 2473 | 3059 | 550 | 635 | 4647 | 3303 | 946 | 10024 | 5707 | 4502 | 3453 | 3686 | 2587 | 1143 | 3085 | 6844 | 6021 | 4836 | 1738 | 5233 | 810 |
| '46 | 1641 | 799 | 853 | 12425 | 1444 | 1867 | 267 | 284 | 2804 | 1639 | 599 | 5231 | 3302 | 2375 | 1854 | 2116 | 1370 | 531 | 1415 | 3759 | 2642 | 2813 | 810 | 3126 | 415 |
| '45-'42 | 281 | 244 | 140 | 4241 | 273 | 464 | 57 | 58 | 521 | 389 | 158 | 770 | 640 | 515 | 351 | 365 | 290 | 97 | 169 | 480 | 339 | 538 | 139 | 482 | 99 |
| '41 | 1247 | 838 | 501 | 17042 | 1331 | 2479 | 209 | 230 | 2491 | 1499 | 532 | 3794 | 2740 | 1797 | 1530 | 1574 | 986 | 552 | 1143 | 3423 | 2310 | 2062 | 532 | 2490 | 431 |
| '40 | 581 | 527 | 266 | 11906 | 778 | 1510 | 126 | 119 | 1639 | 730 | 342 | 2248 | 1805 | 1144 | 955 | 899 | 514 | 363 | 828 | 1965 | 1396 | 1541 | 272 | 1631 | 279 |
| '39 | 316 | 315 | 125 | 6792 | 583 | 947 | 70 | 60 | 796 | 415 | 238 | 1269 | 799 | 811 | 573 | 418 | 277 | 212 | 428 | 1111 | 713 | 929 | 175 | 918 | 168 |
| Prior to '39 | 568 | 681 | 286 | 15359 | 1404 | 1524 | 79 | 87 | 1392 | 776 | 543 | 2554 | 2202 | 1609 | 1573 | 1066 | 479 | 473 | 676 | 1387 | 1730 | 2328 | 283 | 1928 | 492 |
| Year Not Given | 70 | 26 | 23 | 75 | 20 | 47 | 267 | 627 | 418 | 344 | 15 | 342 | 141 | 115 | 50 | 86 | 118 | 22 | 476 | 199 | 341 | 43 | 107 | 47 | 38 |
| **Pontiac July 1, Total** | 49578 | 20563 | 22622 | 332579 | 34510 | 59125 | 10453 | 14669 | 88929 | 60812 | 12978 | 204355 | 99738 | 53867 | 48144 | 48076 | 52130 | 17681 | 51054 | 105934 | 175681 | 65971 | 26285 | 73710 | 11451 |
| '57 | 2591 | 1286 | 1310 | 17875 | 1391 | 2786 | 757 | 1053 | 4573 | 4196 | 450 | 13247 | 5469 | 2779 | 2662 | 2518 | 3953 | 881 | 3257 | 4902 | 12873 | 3922 | 1581 | 3164 | 612 |
| '56 | 5814 | 2322 | 2701 | 37603 | 3146 | 5932 | 1450 | 2055 | 10820 | 7366 | 1504 | 26787 | 12083 | 4957 | 4659 | 4497 | 8174 | 1792 | 6290 | 10927 | 21265 | 6118 | 3178 | 6921 | 1361 |
| '55 | 7730 | 2928 | 3677 | 47883 | 4844 | 7937 | 1557 | 2883 | 15262 | 10280 | 1999 | 32519 | 16527 | 7478 | 8588 | 5841 | 9136 | 2241 | 7210 | 13997 | 34275 | 8349 | 4249 | 13907 | 1932 |
| '54 | 3547 | 1282 | 1784 | 17530 | 2394 | 4816 | 818 | 1403 | 7699 | 4987 | 794 | 18057 | 7739 | 4146 | 3761 | 3652 | 4475 | 1416 | 5323 | 9312 | 15901 | 4310 | 1994 | 6030 | 713 |
| '53 | 5647 | 2148 | 2739 | 32923 | 3793 | 6431 | 1152 | 1593 | 10248 | 7188 | 1240 | 24825 | 12229 | 6385 | 5074 | 5561 | 5819 | 1800 | 5568 | 12169 | 23881 | 7811 | 2941 | 8242 | 1204 |
| '52 | 4092 | 1613 | 1901 | 23086 | 2743 | 4038 | 681 | 911 | 6352 | 4695 | 998 | 14695 | 7512 | 3801 | 3538 | 3752 | 3847 | 1122 | 3682 | 7335 | 12667 | 4933 | 2047 | 5141 | 885 |
| '51 | 5275 | 1974 | 2157 | 30913 | 3737 | 5394 | 883 | 1277 | 8440 | 6338 | 1301 | 19085 | 9910 | 5506 | 4525 | 5196 | 4569 | 1569 | 4297 | 10147 | 15132 | 6938 | 2351 | 7063 | 1219 |
| '50 | 6008 | 2354 | 2519 | 38695 | 4509 | 6335 | 1144 | 1486 | 10134 | 6315 | 1598 | 22943 | 11035 | 6932 | 5452 | 6077 | 5244 | 1880 | 5641 | 12187 | 16224 | 8804 | 2927 | 8751 | 1334 |
| '49 | 3353 | 1381 | 1380 | 25960 | 2510 | 4669 | 621 | 755 | 5435 | 3517 | 1017 | 12654 | 6276 | 4143 | 3211 | 3947 | 2775 | 1279 | 3464 | 8343 | 8265 | 4857 | 1783 | 5259 | 827 |
| '48 | 2275 | 1064 | 879 | 17617 | 1799 | 3259 | 423 | 399 | 3631 | 2245 | 685 | 8234 | 4126 | 2803 | 2206 | 2600 | 1645 | 1161 | 2518 | 5940 | 6298 | 3542 | 1262 | 3316 | 510 |
| '47 | 1412 | 743 | 655 | 12063 | 1292 | 2667 | 355 | 259 | 2342 | 1446 | 477 | 5239 | 2917 | 1948 | 1735 | 1954 | 1070 | 993 | 1846 | 4540 | 4199 | 2429 | 828 | 2336 | 307 |
| '46 | 668 | 432 | 303 | 6312 | 613 | 1327 | 169 | 121 | 1164 | 660 | 247 | 2085 | 1268 | 819 | 707 | 937 | 458 | 440 | 598 | 2125 | 1548 | 1136 | 384 | 1108 | 122 |
| '45-'42 | 108 | 133 | 58 | 1870 | 151 | 295 | 25 | 9 | 211 | 129 | 72 | 340 | 225 | 181 | 170 | 125 | 110 | 65 | 71 | 265 | 235 | 204 | 78 | 192 | 50 |
| '41 | 438 | 384 | 220 | 8940 | 623 | 1293 | 114 | 104 | 931 | 464 | 243 | 1227 | 836 | 601 | 693 | 544 | 346 | 335 | 393 | 1488 | 935 | 847 | 257 | 842 | 149 |
| '40 | 237 | 209 | 145 | 5344 | 352 | 821 | 56 | 63 | 608 | 348 | 123 | 864 | 527 | 426 | 373 | 348 | 154 | 256 | 282 | 920 | 662 | 579 | 152 | 529 | 66 |
| '39 | 162 | 109 | 70 | 2724 | 165 | 468 | 35 | 30 | 300 | 169 | 67 | 484 | 283 | 311 | 229 | 198 | 111 | 149 | 140 | 547 | 317 | 319 | 91 | 354 | 29 |
| Prior to '39 | 192 | 189 | 105 | 5198 | 428 | 632 | 63 | 23 | 472 | 177 | 148 | 852 | 703 | 566 | 520 | 300 | 120 | 284 | 215 | 627 | 682 | 839 | 119 | 540 | 112 |
| Year Not Given | 29 | 11 | 19 | 43 | 20 | 25 | 150 | 245 | 307 | 292 | 15 | 218 | 73 | 85 | 41 | 49 | 124 | 18 | 259 | 163 | 322 | 34 | 63 | 15 | 19 |
| **Studebaker July 1, Total** | 18453 | 11010 | 9011 | 180754 | 14669 | 22528 | 4404 | 3847 | 36063 | 20982 | 8708 | 76890 | 63144 | 24729 | 20153 | 17183 | 20073 | 6708 | 20058 | 34079 | 46517 | 33828 | 10153 | 28905 | 7340 |
| '57 | 353 | 299 | 220 | 3538 | 321 | 526 | 100 | 100 | 746 | 543 | 108 | 2722 | 2425 | 623 | 531 | 363 | 469 | 249 | 726 | 600 | 1794 | 1162 | 304 | 669 | 171 |
| '56 | 799 | 524 | 526 | 6572 | 681 | 1320 | 216 | 142 | 1813 | 1128 | 475 | 4784 | 3748 | 1011 | 996 | 594 | 1048 | 503 | 1242 | 1342 | 2930 | 1659 | 583 | 1433 | 414 |
| '55 | 1252 | 887 | 718 | 12565 | 1156 | 2045 | 290 | 400 | 3390 | 1840 | 724 | 6745 | 6445 | 1885 | 1574 | 1211 | 1950 | 642 | 1807 | 2497 | 4451 | 2789 | 807 | 2572 | 748 |
| '54 | 581 | 448 | 378 | 7605 | 552 | 1168 | 229 | 253 | 2512 | 1114 | 367 | 3961 | 3502 | 1194 | 964 | 933 | 1343 | 437 | 1603 | 1858 | 2723 | 1551 | 395 | 1404 | 369 |
| '53 | 1839 | 1053 | 876 | 17089 | 1220 | 2317 | 440 | 419 | 4112 | 2193 | 658 | 9058 | 7716 | 2342 | 1921 | 2020 | 2174 | 713 | 2269 | 4300 | 6903 | 2815 | 947 | 3134 | 606 |
| '52 | 2322 | 1205 | 1264 | 16113 | 1559 | 2331 | 567 | 459 | 4101 | 2646 | 960 | 8741 | 6496 | 2717 | 2190 | 2091 | 2501 | 723 | 2080 | 3977 | 6101 | 3850 | 1460 | 3216 | 770 |
| '51 | 3393 | 1666 | 1538 | 24536 | 2423 | 3445 | 714 | 529 | 5517 | 3640 | 1391 | 12016 | 9984 | 4056 | 3251 | 3040 | 3120 | 959 | 2521 | 5397 | 7406 | 5203 | 1841 | 4380 | 1070 |
| '50 | 4197 | 2212 | 1893 | 34390 | 2918 | 4029 | 933 | 689 | 7174 | 4020 | 1687 | 14468 | 12011 | 4753 | 3978 | 3595 | 4214 | 1215 | 3027 | 7191 | 7917 | 7121 | 2075 | 5711 | 1448 |
| '49 | 1292 | 736 | 544 | 14389 | 984 | 1544 | 332 | 236 | 2257 | 1264 | 702 | 4738 | 3082 | 1704 | 1311 | 1178 | 1141 | 398 | 1677 | 2271 | 2201 | 2212 | 623 | 1907 | 502 |
| '48 | 1287 | 965 | 572 | 17623 | 1190 | 1828 | 302 | 276 | 2622 | 1384 | 694 | 5166 | 4045 | 1989 | 1654 | 1144 | 1110 | 463 | 1923 | 2579 | 2362 | 2447 | 599 | 2240 | 525 |
| '47 | 704 | 579 | 302 | 12087 | 910 | 1147 | 155 | 128 | 1558 | 692 | 489 | 2634 | 2211 | 1395 | 1133 | 667 | 603 | 201 | 654 | 1204 | 973 | 1613 | 311 | 1430 | 331 |
| '46 | 87 | 57 | 18 | 2143 | 74 | 103 | 12 | 10 | 157 | 76 | 62 | 240 | 240 | 107 | 80 | 59 | 51 | 29 | 118 | 117 | 93 | 136 | 49 | 111 | 44 |
| '45-'42 | 48 | 48 | 15 | 1445 | 77 | 100 | 8 | 6 | 96 | 58 | 47 | 208 | 161 | 97 | 74 | 31 | 61 | 10 | 33 | 60 | 67 | 156 | 27 | 96 | 44 |
| '41 | 127 | 134 | 64 | 4275 | 248 | 283 | 31 | 28 | 343 | 137 | 146 | 617 | 381 | 334 | 197 | 89 | 135 | 54 | 103 | 275 | 206 | 431 | 48 | 254 | 112 |
| '40 | 76 | 85 | 27 | 2652 | 147 | 115 | 9 | 21 | 187 | 62 | 91 | 274 | 240 | 189 | 113 | 60 | 54 | 40 | 78 | 139 | 104 | 257 | 30 | 164 | 71 |
| '39 | 32 | 30 | 18 | 1756 | 75 | 85 | 7 | 11 | 94 | 40 | 39 | 168 | 141 | 109 | 57 | 24 | 19 | 25 | 34 | 102 | 68 | 147 | 14 | 92 | 37 |
| Prior to '39 | 34 | 76 | 23 | 1946 | 127 | 129 | 14 | 11 | 100 | 55 | 61 | 262 | 236 | 188 | 116 | 66 | 39 | 35 | 60 | 131 | 122 | 255 | 19 | 91 | 69 |
| Year Not Given | 30 | 6 | 15 | 30 | 7 | 13 | 45 | 129 | 124 | 90 | 7 | 88 | 80 | 36 | 13 | 18 | 41 | 12 | 103 | 39 | 96 | 24 | 21 | 1 | 9 |
| **Willys July 1, Total** | 6171 | 2759 | 3428 | 36571 | 11503 | 6346 | 600 | 699 | 17722 | 3414 | 4763 | 16826 | 7175 | 5082 | 3835 | 7676 | 5942 | 4415 | 4432 | 9532 | 13492 | 5597 | 3248 | 7307 | 4310 |
| '57 | 46 | 76 | 34 | 441 | 270 | 56 | 6 | 15 | 488 | 85 | 117 | 228 | 62 | 39 | 43 | 155 | 86 | 228 | 99 | 238 | 346 | 91 | 43 | 75 | 155 |
| '56 | 116 | 88 | 68 | 1260 | 509 | 160 | 15 | 16 | 743 | 58 | 218 | 361 | 114 | 56 | 54 | 219 | 186 | 222 | 143 | 381 | 451 | 151 | 65 | 93 | 274 |
| '55 | 123 | 147 | 103 | 1769 | 738 | 272 | 23 | 29 | 808 | 83 | 273 | 678 | 274 | 118 | 105 | 233 | 183 | 272 | 187 | 451 | 593 | 192 | 85 | 162 | 269 |
| '54 | 138 | 186 | 87 | 1764 | 584 | 287 | 47 | 28 | 838 | 107 | 252 | 805 | 270 | 155 | 157 | 181 | 203 | 237 | 369 | 588 | 598 | 260 | 84 | 277 | 204 |
| '53 | 722 | 411 | 301 | 5039 | 962 | 1265 | 123 | 126 | 2322 | 593 | 542 | 2520 | 1250 | 520 | 445 | 745 | 543 | 659 | 703 | 1670 | 2064 | 807 | 271 | 693 | 473 |
| '52 | 729 | 303 | 327 | 4130 | 726 | 745 | 77 | 117 | 1815 | 574 | 456 | 1493 | 840 | 423 | 416 | 584 | 532 | 362 | 597 | 994 | 1323 | 437 | 313 | 651 | 407 |
| '51 | 548 | 236 | 340 | 2685 | 993 | 718 | 47 | 79 | 1907 | 404 | 541 | 1375 | 632 | 273 | 310 | 604 | 594 | 413 | 372 | 1059 | 838 | 411 | 317 | 587 | 401 |
| '50 | 600 | 313 | 349 | 2685 | 874 | 791 | 83 | 81 | 2009 | 368 | 347 | 1534 | 742 | 323 | 319 | 699 | 602 | 305 | 562 | 983 | 921 | 396 | 293 | 779 | 321 |
| '49 | 583 | 218 | 422 | 2147 | 929 | 511 | 60 | 54 | 1583 | 398 | 344 | 1532 | 651 | 443 | 364 | 830 | 672 | 283 | 382 | 764 | 842 | 382 | 390 | 795 | 290 |
| '48 | 965 | 246 | 672 | 3253 | 1913 | 578 | 35 | 51 | 1814 | 305 | 697 | 2569 | 861 | 1051 | 603 | 1574 | 1014 | 455 | 365 | 820 | 1570 | 945 | 517 | 1215 | 599 |
| '47 | 686 | 184 | 375 | 3077 | 1475 | 369 | 48 | 35 | 1512 | 221 | 498 | 1799 | 713 | 908 | 463 | 1022 | 748 | 441 | 356 | 648 | 1523 | 699 | 391 | 1066 | 500 |
| '46 | 419 | 74 | 219 | 3145 | 1009 | 366 | 20 | 9 | 968 | 63 | 213 | 1399 | 458 | 559 | 321 | 528 | 346 | 339 | 194 | 630 | 1611 | 552 | 228 | 612 | 235 |
| '45-'42 | 298 | 171 | 77 | 2490 | 399 | 131 | 9 | 2 | 475 | 52 | 181 | 320 | 123 | 98 | 118 | 213 | 148 | 165 | 26 | 177 | 225 | 118 | 167 | 180 | 122 |
| '41 | 86 | 36 | 23 | 996 | 44 | 35 | 1 | 1 | 107 | 28 | 29 | 56 | 48 | 21 | 20 | 31 | 25 | 11 | 8 | 39 | 54 | 37 | 34 | 56 | 17 |
| '40 | 54 | 29 | 19 | 622 | 28 | 22 | 2 | 2 | 101 | 21 | 15 | 45 | 43 | 29 | 29 | 17 | 19 | 9 | 1 | 26 | 40 | 33 | 17 | 16 | 14 |
| '39 | 12 | 8 | 3 | 273 | 10 | 9 | | | 24 | 6 | 2 | 5 | 13 | 4 | 6 | 5 | 6 | 2 | 5 | 10 | 9 | 12 | 10 | 16 | 2 |
| Prior to '39 | 20 | 30 | 6 | 785 | 29 | 25 | 1 | | 73 | 20 | 8 | 67 | 67 | 44 | 55 | 23 | 12 | 8 | 6 | 18 | 61 | 69 | 12 | 30 | 8 |
| Year Not Given | 26 | 3 | 3 | 10 | 11 | 6 | 3 | 54 | 135 | 28 | 30 | 40 | 14 | 18 | 7 | 13 | 23 | 4 | 57 | 36 | 423 | 5 | 11 | 4 | 9 |
| **Misc. July 1, Total** | 3758 | 3884 | 1254 | 124216 | 4109 | 12589 | 1086 | 2873 | 22129 | 6516 | 1271 | 17932 | 6677 | 3679 | 2902 | 2550 | 3958 | 2628 | 5984 | 15297 | 14171 | 3784 | 1557 | 6736 | 1562 |
| '57 | 961 | 1060 | 198 | 29061 | 829 | 2120 | 173 | 657 | 5294 | 1172 | 245 | 4264 | 1409 | 705 | 557 | 343 | 704 | 594 | 1325 | 3654 | 4115 | 857 | 248 | 864 | 522 |
| '56 | 521 | 771 | 167 | 28161 | 595 | 2620 | 210 | 559 | 3798 | 918 | 286 | 2948 | 991 | 520 | 465 | 317 | 547 | 520 | 909 | 2741 | 2835 | 709 | 172 | 811 | 35[illegible] |
| '55 | 309 | 395 | 101 | 15959 | 460 | 1610 | 106 | 395 | 1981 | 592 | 102 | 1517 | 533 | 235 | 338 | 183 | 314 | 260 | 573 | 1715 | 1281 | 272 | 110 | 504 | 132 |
| '54 | 213 | 235 | 70 | 9170 | 298 | 987 | 75 | 274 | 1230 | 416 | 44 | 2864 | 327 | 126 | 175 | 165 | 257 | 132 | 462 | 1106 | 793 | 177 | 97 | 358 | 58 |
| '53 | 243 | 253 | 85 | 11710 | 335 | 1045 | 85 | 218 | 1746 | 520 | 89 | 1061 | 412 | 134 | 164 | 184 | 284 | 175 | 381 | 1313 | 940 | 272 | 99 | 566 | 59 |
| '52 | 283 | 266 | 86 | 9813 | 353 | 926 | 112 | 213 | 1785 | 431 | 83 | 979 | 397 | 136 | 226 | 158 | 272 | 156 | 411 | 1222 | 731 | 206 | 119 | 733 | 59 |
| '51 | 361 | 240 | 98 | 7111 | 310 | 1082 | 88 | 193 | 1858 | 617 | 85 | 866 | 423 | 157 | 206 | 218 | 241 | 167 | 334 | 1237 | 812 | 193 | 112 | 1276 | 53 |
| '50 | 202 | 124 | 94 | 4028 | 212 | 672 | 53 | 103 | 1524 | 531 | 76 | 637 | 298 | 124 | 139 | 152 | 264 | 101 | 197 | 623 | 502 | 146 | 135 | 263 | 57 |
| '49 | 131 | 81 | 66 | 2124 | 146 | 332 | 25 | 47 | 616 | 402 | 59 | 520 | 296 | 164 | 203 | 128 | 211 | 90 | 145 | 391 | 485 | 135 | 108 | 238 | 39 |
| '48 | 189 | 133 | 72 | 3025 | 164 | 637 | 45 | 68 | 763 | 320 | 92 | 762 | 482 | 223 | 267 | 206 | 278 | 136 | 147 | 495 | 671 | 319 | 117 | 430 | 48 |
| '47 | 66 | 42 | 35 | 841 | 78 | 114 | 9 | 9 | 384 | 141 | 22 | 157 | 170 | 96 | 67 | 101 | 68 | 53 | 43 | 88 | 208 | 88 | 44 | 119 | 31 |
| '46 | 39 | 7 | 16 | 220 | 43 | 29 | 2 | 4 | 116 | 82 | 7 | 47 | 45 | 27 | 16 | 19 | 24 | 22 | 15 | 44 | 56 | 29 | 18 | 31 | 8 |
| '45-'42 | 28 | 9 | 4 | 193 | 15 | 10 | 5 | | 90 | 25 | 6 | 31 | 19 | 9 | 7 | 4 | 17 | 32 | 9 | 15 | 29 | 20 | 5 | 18 | 2 |
| '41 | 13 | 16 | 7 | 217 | 25 | 19 | 2 | 2 | 67 | 33 | 10 | 35 | 29 | 28 | 19 | 15 | 5 | 12 | 16 | 21 | 41 | 39 | 13 | 9 | 6 |
| '40 | 10 | 4 | 2 | 186 | 13 | 12 | 3 | 2 | 61 | 38 | 5 | 28 | 20 | 16 | 21 | 8 | 12 | 17 | 4 | 11 | 31 | 19 | 6 | 11 | 4 |
| '39 | 6 | 12 | 2 | 151 | 17 | 17 | 2 | 2 | 42 | 24 | 5 | 30 | 21 | 18 | 10 | 10 | 1 | 10 | 11 | 30 | 27 | 28 | 5 | 9 | 5 |
| Prior to '39 | 39 | 91 | 30 | 1707 | 114 | 170 | 11 | 21 | 200 | 102 | 32 | 326 | 196 | 245 | 104 | 67 | 36 | 67 | 87 | 279 | 238 | 256 | 24 | 107 | 44 |
| Year Not Given | 124 | 145 | 121 | 539 | 102 | 187 | 80 | 106 | 574 | 152 | 23 | 860 | 609 | 716 | 8 | 272 | 423 | 84 | 915 | 312 | 376 | 19 | 125 | 389 | 99 |

# by Makes, States and Model Years

(Continued from Page 69)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

| | | Nebraska | Nevada | New Hampshire | New Jersey | New Mexico | New York | North Carolina | North Dakota | Ohio | Oklahoma | Oregon | Pennsylvania | Rhode Island | South Carolina | South Dakota | Tennessee | Texas | Utah | Vermont | Virginia | Washington | West Virginia | Wisconsin | Wyoming | Total All States |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Plymouth | '52 | 3310 | 598 | 1094 | 11272 | 1405 | 26024 | 6899 | 1586 | 18975 | 5058 | 3628 | 23764 | 1544 | 3191 | 1522 | 5481 | 16713 | 1490 | 806 | 7912 | 5146 | 3456 | 7380 | 651 | 327055 |
| | '51 | 5349 | 793 | 1518 | 18569 | 1852 | 41555 | 10207 | 2314 | 30431 | 6666 | 5198 | 38452 | 2662 | 5048 | 2446 | 8786 | 23854 | 2017 | 1123 | 11365 | 7964 | 5590 | 12390 | 997 | 505648 |
| | '50 | 5316 | 776 | 1463 | 18075 | 1834 | 40681 | 10152 | 2268 | 29261 | 6898 | 5841 | 37763 | 2890 | 5190 | 2420 | 9352 | 25205 | 2178 | 1047 | 10892 | 8687 | 5547 | 12059 | 1023 | 507684 |
| | '49 | 5523 | 759 | 1402 | 17046 | 1609 | 36564 | 9456 | 2180 | 28124 | 6013 | 5583 | 36341 | 2779 | 4575 | 2461 | 8098 | 21772 | 2266 | 942 | 10095 | 8543 | 5900 | 11452 | 1034 | 463014 |
| | '48 | 3075 | 481 | 907 | 9057 | 798 | 17646 | 4788 | 1395 | 14876 | 3588 | 2983 | 17989 | 1565 | 2628 | 1532 | 4603 | 11870 | 1135 | 523 | 6068 | 5039 | 3362 | 5840 | 542 | 254621 |
| | '47 | 2850 | 400 | 654 | 7308 | 684 | 13359 | 4150 | 1043 | 11850 | 2612 | 2570 | 15149 | 1246 | 2150 | 1362 | 3538 | 9231 | 1033 | 381 | 4444 | 4550 | 2848 | 4551 | 402 | 201145 |
| | '46 | 1531 | 233 | 283 | 3968 | 392 | 6844 | 2431 | 557 | 5811 | 1648 | 1605 | 8487 | 679 | 1173 | 702 | 1980 | 5486 | 552 | 188 | 2512 | 2561 | 1674 | 2572 | 220 | 110470 |
| | '45-'42 | 296 | 72 | 46 | 554 | 71 | 917 | 407 | 125 | 922 | 239 | 483 | 1087 | 123 | 261 | 105 | 295 | 1005 | 156 | 23 | 333 | 1011 | 222 | 410 | 54 | 21317 |
| | '41 | 1007 | 301 | 285 | 3148 | 287 | 4621 | 2296 | 417 | 4762 | 1038 | 2108 | 6384 | 764 | 1239 | 395 | 1385 | 3501 | 534 | 194 | 2032 | 3799 | 1202 | 2051 | 186 | 97699 |
| | '40 | 589 | 206 | 195 | 1891 | 159 | 2851 | 1145 | 255 | 3237 | 684 | 1277 | 3863 | 422 | 681 | 252 | 708 | 1802 | 356 | 133 | 1239 | 2346 | 726 | 1325 | 113 | 60819 |
| | '39 | 428 | 114 | 112 | 1062 | 118 | 1498 | 671 | 140 | 1630 | 403 | 695 | 2490 | 259 | 471 | 177 | 351 | 1056 | 209 | 73 | 609 | 1156 | 316 | 799 | 63 | 34356 |
| | Prior to '39 | 1031 | 305 | 284 | 2225 | 210 | 2327 | 1042 | 324 | 3830 | 1012 | 1582 | 5272 | 387 | 656 | 360 | 704 | 2362 | 449 | 165 | 977 | 3671 | 748 | 1840 | 196 | 73438 |
| | Year Not Given | 31 | 3 | 19 | 134 | 11 | 881 | 3 | 1 | 242 | 107 | 7 | 643 | 30 | 11 | 27 | 253 | 636 | 17 | 1 | 70 | 227 | 1 | 6 | 5 | 7423 |
| Pontiac | July 1, Total | 27628 | 7023 | 12165 | 139402 | 13998 | 295198 | 70837 | 9335 | 222720 | 44890 | 37798 | 208599 | 16411 | 32910 | 11588 | 53112 | 171301 | 17470 | 6926 | 63028 | 54518 | 30927 | 75852 | 6475 | 3371001 |
| | '57 | 1161 | 380 | 642 | 6674 | 1289 | 16815 | 3478 | 499 | 12275 | 1759 | 1855 | 12206 | 627 | 1534 | 528 | 2911 | 11497 | 681 | 425 | 3656 | 2024 | 1534 | 3025 | 351 | 187914 |
| | '56 | 2379 | 914 | 1286 | 14083 | 1837 | 33666 | 6738 | 787 | 27463 | 4427 | 4505 | 24666 | 1373 | 3211 | 859 | 4772 | 21249 | 1865 | 758 | 7518 | 4845 | 3622 | 7380 | 706 | 380631 |
| | '55 | 3326 | 1110 | 1774 | 18463 | 2561 | 44535 | 10467 | 1174 | 34270 | 7665 | 5653 | 30206 | 2201 | 4864 | 1405 | 8531 | 32572 | 2195 | 920 | 9716 | 7082 | 4016 | 10418 | 1032 | 519385 |
| | '54 | 2099 | 406 | 1241 | 12760 | 1060 | 29240 | 5184 | 583 | 19228 | 4195 | 1739 | 17633 | 1300 | 2381 | 859 | 4005 | 15691 | 1342 | 560 | 6113 | 2915 | 2176 | 5904 | 520 | 272998 |
| | '53 | 3160 | 726 | 1374 | 16474 | 1546 | 36294 | 8571 | 1134 | 27262 | 4841 | 3458 | 24642 | 1824 | 3625 | 1171 | 6212 | 19352 | 1694 | 770 | 7090 | 5221 | 3327 | 9196 | 729 | 358304 |
| | '52 | 2113 | 489 | 872 | 10049 | 1051 | 20469 | 5812 | 794 | 16201 | 3450 | 2603 | 14601 | 1108 | 2668 | 830 | 4366 | 13402 | 1537 | 440 | 4609 | 3699 | 2240 | 5629 | 547 | 245646 |
| | '51 | 3134 | 606 | 1099 | 13867 | 1299 | 28146 | 7401 | 1117 | 22438 | 4161 | 3607 | 20501 | 1629 | 3293 | 1335 | 5729 | 16385 | 2126 | 636 | 5757 | 5322 | 3167 | 8057 | 673 | 326681 |
| | '50 | 3695 | 808 | 1260 | 15783 | 1360 | 32226 | 8485 | 1160 | 24440 | 5263 | 4407 | 24117 | 2005 | 3709 | 1598 | 6451 | 18242 | 2047 | 788 | 7148 | 6783 | 3703 | 9620 | 730 | 382356 |
| | '49 | 2149 | 480 | 826 | 11675 | 745 | 22333 | 4724 | 744 | 14492 | 3022 | 2699 | 14052 | 1398 | 2246 | 971 | 3551 | 8748 | 1423 | 486 | 3970 | 4323 | 2383 | 5995 | 425 | 231541 |
| | '48 | 1591 | 343 | 615 | 7233 | 443 | 13176 | 3370 | 554 | 9915 | 2020 | 1982 | 9484 | 936 | 1878 | 769 | 2666 | 5325 | 743 | 375 | 2714 | 3043 | 1660 | 3821 | 270 | 155363 |
| | '47 | 1167 | 267 | 450 | 5341 | 337 | 8592 | 2803 | 322 | 6858 | 1544 | 1764 | 7140 | 813 | 1399 | 548 | 1730 | 3735 | 675 | 325 | 1996 | 2755 | 1458 | 2623 | 162 | 110856 |
| | '46 | 503 | 130 | 221 | 2310 | 152 | 3603 | 1393 | 157 | 2717 | 688 | 897 | 2883 | 389 | 670 | 232 | 810 | 1622 | 290 | 141 | 963 | 1487 | 680 | 1196 | 94 | 49959 |
| | '45-'42 | 101 | 38 | 28 | 286 | 31 | 398 | 227 | 26 | 313 | 131 | 219 | 421 | 62 | 138 | 55 | 149 | 423 | 95 | 17 | 135 | 432 | 76 | 233 | 23 | 9429 |
| | '41 | 372 | 137 | 143 | 1647 | 110 | 2047 | 968 | 114 | 1630 | 635 | 1053 | 2171 | 283 | 629 | 146 | 475 | 1188 | 320 | 102 | 646 | 1574 | 327 | 933 | 91 | 40988 |
| | '40 | 204 | 67 | 103 | 1100 | 74 | 1342 | 589 | 57 | 1126 | 390 | 610 | 1405 | 187 | 279 | 83 | 271 | 601 | 174 | 75 | 413 | 985 | 259 | 644 | 43 | 25525 |
| | '39 | 109 | 34 | 78 | 720 | 33 | 805 | 290 | 44 | 624 | 213 | 237 | 759 | 115 | 170 | 55 | 147 | 288 | 59 | 40 | 253 | 409 | 123 | 368 | 17 | 13851 |
| | Prior to '39 | 346 | 86 | 143 | 848 | 59 | 966 | 335 | 67 | 1297 | 418 | 499 | 1358 | 159 | 206 | 128 | 206 | 614 | 171 | 68 | 286 | 1393 | 173 | 808 | 61 | 24501 |
| | Year Not Given | 19 | 2 | 10 | 89 | 11 | 545 | 2 | 2 | 171 | 68 | 6 | 354 | 22 | 10 | 16 | 130 | 367 | 33 | | 45 | 226 | 3 | 2 | 1 | 4773 |
| Studebaker | July 1, Total | 13330 | 4296 | 4441 | 46388 | 6708 | 90267 | 25075 | 5158 | 69422 | 16503 | 20624 | 79957 | 6825 | 12103 | 6173 | 19422 | 67647 | 8013 | 2510 | 24071 | 31977 | 11859 | 33688 | 2675 | 1350161 |
| | '57 | 256 | 94 | 172 | 1432 | 278 | 2599 | 605 | 180 | 2011 | 285 | 503 | 2671 | 110 | 238 | 167 | 454 | 1487 | 106 | 109 | 561 | 441 | 387 | 736 | 55 | 35599 |
| | '56 | 461 | 342 | 348 | 2372 | 276 | 5315 | 1157 | 276 | 3431 | 763 | 1197 | 4914 | 347 | 477 | 237 | 852 | 3145 | 247 | 193 | 1141 | 1160 | 775 | 1574 | 126 | 67609 |
| | '55 | 874 | 578 | 441 | 3756 | 634 | 7685 | 1858 | 396 | 5963 | 1214 | 1690 | 6701 | 583 | 854 | 410 | 1460 | 5588 | 382 | 297 | 2043 | 1959 | 1051 | 2271 | 203 | 110281 |
| | '54 | 575 | 318 | 357 | 2459 | 273 | 5483 | 946 | 203 | 3455 | 953 | 908 | 3337 | 379 | 378 | 336 | 820 | 3135 | 216 | 174 | 1611 | 1321 | 539 | 1371 | 104 | 67095 |
| | '53 | 1175 | 387 | 496 | 5466 | 685 | 11295 | 2497 | 486 | 8700 | 1580 | 1545 | 8627 | 806 | 1133 | 565 | 2004 | 6808 | 588 | 237 | 2521 | 2512 | 1032 | 3664 | 222 | 144165 |
| | '52 | 1508 | 397 | 460 | 5200 | 790 | 11176 | 3234 | 636 | 8808 | 1982 | 1898 | 9274 | 704 | 1557 | 674 | 2466 | 8511 | 830 | 298 | 2947 | 2998 | 1268 | 3973 | 309 | 152338 |
| | '51 | 2229 | 469 | 682 | 7257 | 1134 | 14301 | 4468 | 785 | 11815 | 2467 | 2991 | 12135 | 979 | 2245 | 1019 | 3422 | 11225 | 1293 | 334 | 3632 | 4813 | 1957 | 5859 | 397 | 210944 |
| | '50 | 2661 | 680 | 760 | 9140 | 1414 | 16679 | 5135 | 963 | 13345 | 3255 | 3519 | 14739 | 1356 | 2636 | 1215 | 4246 | 15051 | 1882 | 407 | 4277 | 5843 | 2166 | 7103 | 525 | 261863 |
| | '49 | 903 | 277 | 283 | 3098 | 391 | 5759 | 1636 | 382 | 3953 | 1304 | 1521 | 5461 | 464 | 781 | 448 | 1232 | 3945 | 751 | 181 | 2194 | 2646 | 849 | 2411 | 238 | 90333 |
| | '48 | 1174 | 350 | 261 | 3377 | 399 | 5777 | 1884 | 412 | 4366 | 1194 | 2166 | 6300 | 592 | 907 | 534 | 1289 | 4232 | 802 | 162 | 1666 | 3233 | 975 | 2352 | 209 | 101602 |
| | '47 | 865 | 196 | 94 | 1766 | 260 | 2557 | 1128 | 273 | 1980 | 901 | 1402 | 3207 | 282 | 552 | 343 | 706 | 2675 | 471 | 59 | 848 | 2273 | 494 | 1349 | 161 | 58953 |
| | '46 | 97 | 16 | 7 | 139 | 31 | 248 | 112 | 25 | 182 | 158 | 170 | 256 | 24 | 72 | 26 | 80 | 281 | 45 | 4 | 157 | 297 | 48 | 82 | 11 | 6841 |
| | '45-'42 | 63 | 21 | 8 | 87 | 17 | 120 | 57 | 20 | 152 | 56 | 170 | 174 | 20 | 37 | 26 | 46 | 239 | 49 | 8 | 57 | 339 | 28 | 99 | 13 | 4979 |
| | '41 | 219 | 59 | 21 | 331 | 62 | 438 | 170 | 52 | 444 | 130 | 451 | 679 | 65 | 109 | 60 | 141 | 524 | 146 | 20 | 177 | 778 | 109 | 355 | 49 | 14641 |
| | '40 | 89 | 38 | 20 | 191 | 27 | 214 | 108 | 32 | 272 | 99 | 193 | 439 | 39 | 69 | 48 | 75 | 266 | 85 | 6 | 107 | 436 | 76 | 174 | 33 | 8421 |
| | '39 | 52 | 23 | 9 | 109 | 13 | 138 | 37 | 9 | 169 | 57 | 136 | 297 | 22 | 27 | 24 | 37 | 144 | 61 | 5 | 39 | 233 | 47 | 135 | 5 | 5052 |
| | Prior to '39 | 121 | 49 | 19 | 178 | 17 | 236 | 42 | 27 | 312 | 77 | 156 | 527 | 38 | 30 | 27 | 34 | 242 | 55 | 16 | 72 | 611 | 58 | 178 | 13 | 7400 |
| | Year Not Given | 8 | 2 | 3 | 30 | 7 | 247 | 1 | 1 | 64 | 28 | 8 | 219 | 15 | 1 | 14 | 58 | 149 | 4 | | 21 | 84 | | 2 | 2 | 2045 |
| Willys | July 1, Total | 2942 | 1177 | 2200 | 11828 | 3292 | 26377 | 5002 | 1690 | 20729 | 2497 | 5156 | 23696 | 1477 | 2065 | 1067 | 5952 | 15032 | 3100 | 3236 | 7152 | 8922 | 4290 | 5627 | 3174 | 360575 |
| | '57 | 41 | 26 | 41 | 140 | 105 | 684 | 33 | 17 | 358 | 9 | 175 | 444 | 46 | 7 | 9 | 60 | 250 | 53 | 161 | 108 | 151 | 118 | 97 | 94 | 6749 |
| | '56 | 33 | 66 | 197 | 199 | 182 | 786 | 32 | 46 | 553 | 16 | 247 | 1093 | 30 | 11 | 22 | 118 | 394 | 123 | 257 | 233 | 268 | 181 | 150 | 178 | 11436 |
| | '55 | 92 | 107 | 167 | 326 | 240 | 1223 | 179 | 43 | 1043 | 67 | 360 | 1320 | 52 | 40 | 60 | 191 | 473 | 201 | 214 | 349 | 383 | 223 | 263 | 298 | 16084 |
| | '54 | 100 | 69 | 146 | 514 | 143 | 1581 | 189 | 41 | 894 | 71 | 363 | 1031 | 57 | 79 | 112 | 168 | 502 | 188 | 189 | 343 | 382 | 180 | 420 | 209 | 16677 |
| | '53 | 312 | 182 | 384 | 2230 | 334 | 5567 | 1161 | 122 | 3567 | 231 | 827 | 3216 | 191 | 414 | 176 | 670 | 1319 | 357 | 451 | 776 | 948 | 754 | 952 | 351 | 51261 |
| | '52 | 318 | 132 | 204 | 1551 | 254 | 3357 | 1113 | 105 | 2412 | 312 | 814 | 2537 | 156 | 391 | 141 | 561 | 1490 | 333 | 282 | 883 | 868 | 633 | 671 | 237 | 39126 |
| | '51 | 249 | 110 | 225 | 1368 | 307 | 2818 | 426 | 139 | 1894 | 236 | 734 | 2168 | 161 | 184 | 132 | 519 | 1421 | 257 | 384 | 525 | 839 | 476 | 469 | 346 | 33071 |
| | '50 | 214 | 107 | 200 | 1403 | 299 | 2735 | 503 | 124 | 1773 | 301 | 549 | 2744 | 171 | 249 | 105 | 628 | 1682 | 225 | 261 | 624 | 749 | 587 | 478 | 256 | 34246 |
| | '49 | 301 | 74 | 141 | 1227 | 255 | 2047 | 530 | 132 | 1711 | 364 | 305 | 1675 | 154 | 270 | 102 | 680 | 1737 | 228 | 165 | 656 | 667 | 533 | 440 | 220 | 30483 |
| | '48 | 518 | 83 | 176 | 993 | 374 | 2054 | 408 | 390 | 2386 | 336 | 249 | 2433 | 152 | 209 | 96 | 1018 | 2333 | 403 | 301 | 986 | 952 | 283 | 670 | 415 | 42905 |
| | '47 | 391 | 77 | 122 | 743 | 354 | 1424 | 282 | 276 | 1848 | 302 | 243 | 1917 | 121 | 127 | 59 | 700 | 1690 | 297 | 280 | 810 | 888 | 231 | 533 | 319 | 33791 |
| | '46 | 247 | 50 | 132 | 696 | 242 | 1231 | 69 | 174 | 1579 | 92 | 66 | 2196 | 88 | 22 | 12 | 343 | 957 | 155 | 260 | 562 | 530 | 44 | 310 | 173 | 24747 |
| | '45-'42 | 59 | 66 | 41 | 287 | 151 | 611 | 9 | 36 | 364 | 50 | 39 | 176 | 62 | 9 | 9 | 191 | 450 | 245 | 70 | 229 | 904 | 12 | 71 | 54 | 10690 |
| | '41 | 18 | 14 | 9 | 61 | 12 | 71 | 30 | 25 | 94 | 25 | 70 | 374 | 14 | 14 | 8 | 31 | 81 | 22 | | 36 | 119 | 8 | 13 | 13 | 3005 |
| | '40 | 7 | 3 | 3 | 30 | 7 | 46 | 16 | 7 | 80 | 29 | 58 | 82 | 5 | 17 | 10 | 15 | 73 | 6 | 3 | 17 | 113 | 16 | 32 | 4 | 1932 |
| | '39 | 1 | 2 | 1 | 7 | 2 | 9 | 6 | 4 | 13 | 9 | 17 | 7 | | 4 | 4 | 5 | 22 | | 1 | 1 | 8 | 2 | 8 | 1 | 586 |
| | Prior to '39 | 38 | 9 | 5 | 39 | 11 | 46 | 14 | 9 | 123 | 38 | 38 | 82 | 9 | 18 | 8 | 11 | 78 | 5 | 7 | 11 | 111 | 8 | 49 | 6 | 2250 |
| | Year Not Given | 3 | | 6 | 14 | 20 | 87 | 2 | | 37 | 9 | 2 | 201 | 8 | | 2 | 43 | 80 | 2 | | 3 | 42 | 1 | 1 | | 1536 |
| Misc. | July 1, Total | 1115 | 1393 | 2296 | 16656 | 2964 | 57798 | 4423 | 444 | 15479 | 2979 | 5294 | 19611 | 2786 | 2544 | 620 | 3872 | 14716 | 2035 | 1257 | 7916 | 17656 | 2189 | 5369 | 451 | 468035 |
| | '57 | 159 | 283 | 556 | 3316 | 646 | 10484 | 809 | 125 | 2830 | 535 | 2420 | 1515 | 593 | 375 | 117 | 517 | 2462 | 372 | 466 | 1350 | 3129 | 469 | 1345 | 95 | 96899 |
| | '56 | 137 | 344 | 528 | 3191 | 415 | 10551 | 620 | 46 | 2704 | 485 | 2130 | 305 | 465 | 379 | 106 | 444 | 1857 | 594 | 231 | 1519 | 3233 | 473 | 1051 | 63 | 85298 |
| | '55 | 90 | 189 | 258 | 1760 | 284 | 5828 | 367 | 24 | 1445 | 293 | 825 | 149 | 272 | 222 | 84 | 316 | 1198 | 290 | 107 | 944 | 1621 | 159 | 528 | 42 | 47272 |
| | '54 | 76 | 114 | 143 | 1186 | 188 | 4166 | 259 | 17 | 1044 | 168 | 341 | 392 | 192 | 169 | 52 | 225 | 865 | 87 | 61 | 669 | 982 | 95 | 355 | 26 | 31981 |
| | '53 | 82 | 138 | 149 | 1411 | 212 | 5128 | 325 | 30 | 1318 | 187 | 458 | 174 | 256 | 152 | 37 | 291 | 944 | 126 | 71 | 612 | 1228 | 113 | 357 | 29 | 36201 |
| | '52 | 66 | 100 | 133 | 1304 | 198 | 3572 | 361 | 23 | 1189 | 227 | 529 | 217 | 223 | 261 | 25 | 329 | 1063 | 119 | 75 | 627 | 1068 | 159 | 276 | 31 | 32331 |
| | '51 | 72 | 67 | 112 | 1334 | 227 | 4014 | 488 | 17 | 1041 | 175 | 561 | 316 | 195 | 309 | 27 | 390 | 1003 | 93 | 76 | 671 | 1267 | 168 | 243 | 30 | 31234 |
| | '50 | 48 | 38 | 76 | 895 | 202 | 3074 | 380 | 35 | 868 | 129 | 388 | 291 | 159 | 190 | 33 | 300 | 963 | 77 | 49 | 469 | 1151 | 158 | 188 | 23 | 21441 |
| | '49 | 64 | 23 | 54 | 574 | 154 | 1635 | 188 | 23 | 630 | 149 | 150 | 296 | 85 | 121 | 30 | 202 | 747 | 71 | 41 | 233 | 634 | 108 | 193 | 15 | 13602 |
| | '48 | 94 | 31 | 68 | 1007 | 130 | 1732 | 317 | 35 | 907 | 213 | 282 | 406 | 125 | 210 | 48 | 268 | 1183 | 38 | 33 | 430 | 738 | 129 | 225 | 31 | 18769 |
| | '47 | 43 | 13 | 13 | 173 | 62 | 404 | 100 | 16 | 301 | 75 | 51 | 186 | 27 | 70 | 25 | 99 | 344 | 11 | 8 | 117 | 367 | 37 | 51 | 11 | 5678 |
| | '46 | 11 | 4 | 5 | 48 | 29 | 137 | 31 | 10 | 50 | 23 | 8 | 28 | 5 | 17 | 4 | 56 | 85 | 10 | 4 | 37 | 257 | 11 | 9 | 2 | 1847 |
| | '45-'42 | 7 | 7 | 2 | 29 | 11 | 53 | 28 | 2 | 33 | 14 | 8 | 14 | 9 | 5 | 3 | 53 | 115 | 8 | 2 | 58 | 193 | 21 | 22 | 3 | 1302 |
| | '41 | 9 | 5 | 6 | 19 | 18 | 82 | 17 | 4 | 60 | 22 | 16 | 42 | 20 | 8 | 3 | 19 | 66 | 9 | 2 | 23 | 174 | 12 | 40 | 4 | 1379 |
| | '40 | 6 | 3 | 7 | 18 | 12 | 86 | 8 | 7 | 53 | 14 | 12 | 34 | 12 | 6 | 1 | 23 | 49 | 7 | 5 | 20 | 98 | 14 | 9 | 2 | 1050 |
| | '39 | 6 | 1 | 3 | 26 | 7 | 68 | 12 | 6 | 61 | 10 | 12 | 33 | 7 | 6 | 3 | 9 | 44 | 2 | 3 | 31 | 79 | 9 | 13 | 4 | 950 |
| | Prior to '39 | 74 | 27 | 48 | 255 | 53 | 461 | 71 | 22 | 383 | 124 | 77 | 318 | 83 | 34 | 17 | 45 | 253 | 33 | 23 | 86 | 483 | 42 | 170 | 25 | 7800 |
| | Year Not Given | 71 | 6 | 135 | 110 | 116 | 6323 | 42 | 2 | 562 | 136 | 26 | 14895 | 58 | 10 | 5 | 286 | 1475 | 88 | | 20 | 954 | 12 | 294 | 15 | 33001 |

Source: R. L. Polk & Co.

# Who took the rocking chair out of this year's cars?

**IN MOST CARS** when you turn sharp, you rock *this* way. (Hang on to your hat!)

**IN MOST CARS** when you stop fast you rock *this* way. (Watch out for your nose!)

**IN MOST CARS** when you start fast you rock *this* way. (Whoops!)

**BUT NOT IN THE CARS WITH THE *FORWARD* LOOK!**
***They're the only cars with Torsion-Aire ride . . .* biggest advance in automobile riding since shock absorbers.**

Who's taken the rocking chair out of driving?—Chrysler Corporation! Torsion-Aire gives you the *first* ride without rocking, tilting, nose-dive stops and squatting starts. And at no extra cost, too!

It's the biggest, most demonstrate-able exclusive in automobiles today. And only one kind of dealer has it—the dealer with The *Forward* Look!

CHRYSLER CORPORATION The *Forward* Look

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

# New Car Registrations by Makes, 1922 Through 1957

| Make | 1922 | 1923 | 1924 | 1925 | 1926 | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 | 1936 | 1937 | 1938 | 1939 | 1940 | 1941 | 1946 | 1947 | 1948 | 1949 | 1950 | 1951 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ajax | | | | 4157 | | | | | | | | | | | | | | | | | | | | | | |
| Anderson | | | 480 | 136 | | | | | | | | | | | | | | | | | | | | | | |
| Apperson | 610 | 740 | 682 | 474 | | | | | | | | | | | | | | | | | | | | | | |
| Auburn | 1937 | 2443 | 2474 | 4044 | 7138 | 9835 | 11157 | 17853 | 13149 | *30951 | *11646 | 5038 | 5536 | 5163 | 1848 | *1292 | | | | | | | | | | |
| Am. Aust. | | | | | | | | | 4354 | 2941 | 2520 | 3675 | 1057 | | | | | | | | | | | | | |
| Eng. Aust. | | | | | | | | | | | | | | | | | | | | | | | 8610 | 3642 | 5452 | 3800 |
| Bay State | | 617 | 213 | | | | | | | | | | | | | | | | | | | | | | | |
| Buick | 98141 | 150662 | 153082 | 170728 | 232594 | 232428 | 196287 | †172307 | †122645 | 90871 | 49708 | 43809 | 63067 | 87635 | 160687 | 205304 | 166380 | 218995 | 295513 | 308615 | 126322 | 246115 | 244762 | 372425 | 535807 | 392285 |
| Cadillac | 16718 | 17809 | 16740 | 19445 | 25027 | 18461 | 18189 | 14935 | 12078 | 11135 | 6269 | 3903 | 4899 | 6692 | 11766 | 11234 | 10639 | 13090 | 21965 | 60242 | 23666 | 53379 | 59379 | 80880 | 101825 | 97093 |
| Case | 895 | 859 | 653 | | | | | | | | | | | | | | | | | | | | | | | |
| Chalmers | 4898 | 6758 | 2003 | | | | | | | | | | | | | | | | | | | | | | | |
| Chandler | 6870 | 11212 | 10207 | 10416 | 20268 | 18445 | 15530 | | | | | | | | | | | | | | | | | | | |
| Chevrolet | 146159 | 291761 | 289962 | 341281 | 486392 | 647810 | 769927 | 780053 | 618901 | 583387 | 322860 | 474993 | 534906 | 656698 | 930250 | 768040 | 464337 | 598834 | 853529 | 880346 | 329601 | 640709 | 709609 | 1031466 | 1420399 | 1067042 |
| Chrysler | | | 19960 | 68793 | 129575 | 154234 | 171514 | 97706 | 60908 | 52644 | 26016 | 28677 | 28052 | 40536 | 58698 | 91624 | 46184 | 63956 | 100117 | 143025 | 65532 | 93871 | 105315 | 130516 | 151300 | 149435 |
| Cleveland | 6449 | 8811 | 8028 | 12435 | | | | | | | | | | | | | | | | | | | | | | |
| Cole | 1461 | 1459 | 762 | 207 | | | | | | | | | | | | | | | | | | | | | | |
| Columbia | 2807 | 3903 | 1603 | 89 | | | | | | | | | | | | | | | | | | | | | | |
| Continental | | | | | | | | 342 | | | | 3310 | 953 | | | | | | | | | | | | | |
| Cord | | | | | | | | | | * | * | | | | 1174 | | | | | | | | | | | |
| Crosley | | | | | | | | | | | | | | | | | | | | | 2868 | 15934 | 25400 | 10175 | 6896 | 5304 |
| Davis | | 949 | 812 | 692 | | | | | | | | | | | | | | | | | | | | | | |
| DeSoto | | | | | | | 14538 | 59614 | 35267 | 28429 | 25311 | 21260 | 11447 | 26952 | 45088 | 74421 | 35259 | 51951 | 71943 | 91004 | 54420 | 72966 | 82454 | 103311 | 115023 | 112643 |
| Diana | | | | | 2297 | 805 | | | | | | | | | | | | | | | | | | | | |
| Dodge | 96447 | 114076 | 157982 | 167686 | 219456 | 123918 | 149004 | 115775 | 64155 | 53086 | 28111 | 86062 | 90139 | 178770 | 248518 | 255264 | 104081 | 176585 | 197252 | 215563 | 135488 | 209552 | 213923 | 273530 | 300104 | 298603 |
| Dort | 6582 | 5592 | 2493 | | | | | | | | | | | | | | | | | | | | | | | |
| Durant | 21615 | 30103 | 9983 | 4204 | | | 23414 | | | | | | | | | | | | | | | | | | | |
| Earl | 2119 | 1474 | 406 | | | | | | | | | | | | | | | | | | | | | | | |
| Elcar | | | | | 1336 | | | | | | | | | | | | | | | | | | | | | |
| Elgin | 1161 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Erskine | | | | | | 8400 | 22689 | ‡ | | | | | | | | | | | | | | | | | | |
| Essex | 23276 | 31450 | 54395 | 119493 | 131663 | 166794 | 177469 | 191328 | 63338 | 42543 | § | | | | | | | | | | | | | | | |
| Fal. Knight | | | | | | 5719 | 5322 | | | | | | | | | | | | | | | | | | | |
| Flint | | | 14778 | 14395 | 8439 | 1742 | | | | | | | | | | | | | | | | | | | | |
| Ford | 749785 | 1184976 | 1414293 | 1250161 | 1129548 | 393424 | 482010 | 1310119 | 1055105 | 528539 | 258927 | 311613 | 530528 | 826519 | 748554 | 765933 | 363688 | 481496 | 542755 | 602013 | 326822 | 532646 | 486888 | 904766 | 1166118 | 862309 |
| Franklin | 6137 | 7520 | 5882 | 7157 | 7229 | 7526 | 7434 | 10704 | 7511 | 3881 | 1829 | 1329 | 360 | | | | | | | | | | | | | |
| Frazer | | | | | | | | | | | | | | | | | | | | | 1873 | 51158 | 57994 | 15827 | 26223xx | 51372xx |
| Gardner | 5663 | 6391 | 4311 | 2831 | | 3290 | 3177 | | | | | | | | | | | | | | | | | | | |
| Graham | | | | | | | | | 30137 | 19207 | 12858 | 10128 | 12887 | 15965 | 16439 | 13987 | 4139 | 3660 | 1856 | | | | | | | |
| Grah.-Paige | | | | | | | 58523 | 60487 | | | | | | | | | | | | | | | | | | |
| Grant | 507 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Gray | | 9068 | 8164 | 2340 | | | | | | | | | | | | | | | | | | | | | | |
| Haynes | 4337 | 3831 | 2129 | 330 | | | | | | | | | | | | | | | | | | | | | | |
| H.C.S. | | 306 | 231 | | | | | | | | | | | | | | | | | | | | | | | |
| Hudson | 19026 | 32800 | 46077 | 85839 | 68931 | 58674 | 48365 | 62712 | 30466 | 19188 | 8641 | 2946 | 19307 | 21587 | 20825 | ¶90027 | ¶40889 | 62855 | 79979 | 73261 | 72484 | 83344 | 109497 | 137907 | 134219 | 96847 |
| Hupmobile | 24239 | 27061 | 26562 | 29101 | 37781 | 33809 | 55550 | 44335 | 24307 | 17425 | 10794 | 6726 | 6546 | 7450 | 1556 | 396 | 1020 | 907 | 211 | | | | | | | |
| Jewett | 9498 | 25900 | 27662 | 28621 | 14560 | | 4255 | | | | | | | | | | | | | | | | | | | |
| Jordan | 4167 | 6691 | 6159 | 6531 | 8469 | 6357 | | | | | | | | | | | | | | | | | | | | |
| Kaiser | | | | | | | | | | | | | | | | | | | | | 3501 | 55571 | 108367 | 57995 | 85832 | 52286 |
| King | 378 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Kissel | 561 | 1127 | 898 | 1406 | | | | | | | | | | | | | | | | | | | | | | |
| LaFayette | 349 | 384 | 441 | | | | | 1361 | | | | | 9301 | 17445 | 16304 | | | | | | | | | | | |
| LaSalle | | | | | | 11258 | 18830 | 20290 | 11262 | 6883 | 3848 | 3709 | 5182 | 11775 | 13992 | 28906 | 15732 | 22197 | 16599 | | | | | | | |
| Lexington | 2114 | 1330 | 498 | 339 | | | | | | | | | | | | | | | | | | | | | | |
| Liberty | 1654 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Lincoln | 2911 | 4348 | 5672 | 6808 | 7711 | 6460 | 6039 | 6145 | 4356 | 3465 | 3179 | 2112 | 2061 | 2370 | 15567 | 25242 | 16991 | 19940 | 21004 | 18769 | 10798 | 24081 | 32638 | 37691 | 34318 | 25816 |
| Locomobile | | | 230 | 828 | 2586 | 2037 | | | | | | | | | | | | | | | | | | | | |
| Marmon | 2893 | 2830 | 2613 | 4618 | 3512 | 10095 | 14770 | | | | | | | | | | | | | | | | | | | |
| Maxwell | 33419 | 42788 | 44006 | 36236 | | | | | | | | | | | | | | | | | | | | | | |
| Marquette | | | | | | | | † | † | | | | | | | | | | | | | | | | | |
| Mercer | 300 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mercury | | | | | | | | | | | | | | | | | 6835 | 65884 | 80418 | 81874 | 61187 | 111198 | 137512 | 186629 | 318217 | 233339 |
| Mitchell | 2290 | 623 | 78 | | | | | | | | | | | | | | | | | | | | | | | |
| Moon | 2862 | 5820 | 7567 | 7525 | 4702 | 3375 | | | | | | | | | | | | | | | | | | | | |
| Moon-Diana | | | | | | | 2748 | | | | | | | | | | | | | | | | | | | |
| Nash | 30454 | 41838 | 47571 | 73384 | 116780 | 109979 | 115172 | 105113 | 51086 | 39366 | 20233 | 11353 | 14315 | 17739 | 26766 | 70568 | 31814 | 54050 | 52853 | 77824 | 85169 | 102808 | 104156 | 135328 | 175722 | 140035 |
| National | 351 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Oakland | 13347 | 23513 | 31836 | 34926 | 49668 | 42756 | 37100 | ** | ** | ** | | | | | | | | | | | | | | | | |
| Oldsmobile | 15095 | 20291 | 39031 | 34334 | 48128 | 48573 | 73713 | 89425 | 50603 | 46980 | 24128 | 35295 | 71676 | 149375 | 178488 | 188302 | 92398 | 146412 | 201256 | 230367 | 93094 | 180078 | 175531 | 269351 | 372519 | 273472 |
| Overland | 52072 | 88336 | 106950 | 117525 | 96057 | | | | | | | | | | | | | | | | | | | | | |
| Packard | 9050 | 13382 | 14220 | 23948 | 29589 | 31355 | 42961 | 44634 | 28318 | 16252 | 11058 | 9081 | 6552 | 37653 | 68772 | 95463 | 49163 | 62005 | 73794 | 69653 | 36435 | 47875 | 77843 | 97771 | 73155 | 64999 |
| Paige | 7462 | 4047 | 5913 | 3703 | 15873 | 18256 | | | | | | | | | | | | | | | | | | | | |
| Peerless | 2958 | 4775 | 3936 | 4755 | 10437 | 9872 | 7748 | | | | | | | | | | | | | | | | | | | |
| Pierce-Arrow | 1240 | 1669 | 2078 | 5231 | 5682 | 5836 | 5736 | 8422 | 6795 | 4522 | 2692 | 2152 | 1740 | 875 | 787 | 166 | | | | | | | | | | |
| Plymouth | | | | | | | 29490 | 84998 | 64305 | 94276 | 111926 | 249667 | 302557 | 382985 | 499580 | 462268 | 286241 | 348807 | 440093 | 452187 | 211800 | 313118 | 347174 | 527915 | 547367 | 542649 |
| Pontiac | | | | | 50269 | 114293 | 183994 | **186626 | **90039 | **86139 | 47926 | 85348 | 72645 | 140122 | 171669 | 212400 | 98399 | 159836 | 235815 | 286123 | 113109 | 206411 | 228939 | 321033 | 440528 | 337821 |
| R. & V. Knight | | | 273 | | | | | | | | | | | | | | | | | | | | | | | |
| Reo | 9460 | 13099 | 11249 | 13700 | 10255 | 19394 | 21379 | 17320 | 11449 | 6761 | 3870 | 2623 | 3854 | 3894 | 3146 | | | | | | | | | | | |
| Rickenbacker | 2262 | 5958 | 6583 | 8049 | 4050 | | | | | | | | | | | | | | | | | | | | | |
| Rockne | | | | | | | | | | | †† | | | | | | | | | | | | | | | |
| Rollin | | | 3662 | 2088 | | | | | | | | | | | | | | | | | | | | | | |
| Saxon | 821 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Star | | 75185 | 62037 | 70339 | 79314 | 55039 | 47954 | | | | | | | | | | | | | | | | | | | |
| Strns.Knight | 1191 | 1543 | 1945 | 1573 | | 927 | 1184 | | | | | | | | | | | | | | | | | | | |
| Stephens | 2064 | 3156 | 1213 | | | | | | | | | | | | | | | | | | | | | | | |
| Studebaker | 70419 | 94023 | 94700 | 107732 | 93482 | 86439 | 84545 | ‡82839 | 56525 | 46532 | ††41968 | 36242 | 41560 | 39573 | 67835 | 70054 | 41504 | 84660 | 102281 | 114331 | 58051 | 102123 | 143120 | 199460 | 268229 | 205514 |
| Stutz | 769 | 1602 | 1167 | 1190 | 3692 | 2906 | 2430 | | | | | | | | | | | | | | | | | | | |
| Terraplane | | | | | | | | | | | §28778 | 35831 | 40510 | 53838 | 78471 | ¶ | ¶ | | | | | | | | | |
| Velie | 3729 | 4151 | 4384 | 4715 | 3804 | 4046 | | | | | | | | | | | | | | | | | | | | |
| Viking | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Westcott | 1024 | 862 | 377 | 245 | | | | | | | | | | | | | | | | | | | | | | |
| Whippet | | | | | | 99533 | 191220 | x | x | x | x | | | | | | | | | | | | | | | |
| W. Ste. Claire | 2736 | 1554 | 2020 | 1796 | 1929 | | | | | | | | | | | | | | | | | | | | | |
| Willys-Knight | 12578 | 31449 | 29872 | 40137 | 43498 | 39873 | 40140 | x112983 | x | x | x | | | | | | | | | | | | | | | |
| Willys-Over. | | | | | | | | | x65766 | x51341 | x25898 | 15667 | 6576 | 10439 | 12423 | 51418 | 13012 | 14734 | 21418 | 22102 | 2329 | 23400 | 21488 | 28576 | 33926 | 26049 |
| Winton | 461 | 340 | 129 | | | | | | | | | | | | | | | | | | | | | | | |
| Wolverine | | | | | | 2750 | | | | | | | | | | | | | | | | | | | | |
| Yellow | | 1670 | 1499 | 1163 | | | | | | | | | | | | | | | | | | | | | | |
| Electrics | 405 | 368 | 76 | 22 | | | | | | | | | | | | | | | | | | | | | | |
| Misc., Gas | 17622 | 10593 | 6230 | 7854 | 16974 | 6815 | 7562 | 150511 | 43343 | 21272 | 5405 | 1245 | 324 | 1858 | 5294 | 1443 | 1516 | 2523 | 5254 | 3867 | 647 | 894 | 10433 | 10148 | 13259 | 20190 |
| TOTALS | 1560505 | 2487876 | z2930122 | 2967755 | 3228695 | 2623538 | 3139579 | 3848937 | 2626068 | 1908016 | 1096399 | 1493794 | 1888557 | 2743908 | 3404497 | 3483752 | 1891021 | 2653377 | 3415905 | 3731166 | 1815196 | 3167231 | 3490952 | 4838342 | 6326438 | 5060903 |

*Auburn and Cord combined.
†Buick and Marquette combined.
‡Erskine and Studebaker combined.

zSales in Conn., Miss., Nev., Tenn., and Va. estimated
xWhippet, Willys-Knight and Willys-Overland combined.
xxHenry J included.

§Essex and Terraplane combined.
¶Hudson and Terraplane combined.
**Oakland and Pontiac combined.
††Rockne and Studebaker combined.

Source: R. L. Polk & Co.

1952, 1953, 1954, 1955, 1956 and 1957 New-Car Registrations are on Page 44

# New Truck Registrations by Makes and Years, 1926-1957

| Make | 1926 | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 | 1936 | 1937 | 1938 | 1939 | 1940 | 1941 | 1946 | 1947 | 1948 | 1949 | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Acme | 483 | 452 | 380 | 300 | | | | | | | | | | | | | | | | | | | | | | | |
| Am. LaFrance | | | 347 | 329 | | | | | | | | | | | | | | | | | | | | | | | |
| Armleder | | | 79 | | | | | | | | | | | | | | | | | | | | | | | | |
| Atterbury | | | 141 | 141 | | | | | | | | | | | | | | | | | | | | | | | |
| Austin | | | | | | | | 1053 | 494 | 181 | | | | | | | | | | | | 45 | 48 | 17 | | | |
| Autocar | 2540 | 2059 | 2353 | 2987 | 2009 | 1748 | 1015 | 1127 | 1139 | 1001 | 1451 | 2181 | 1617 | 2044 | 1944 | 2510 | 4755 | 4334 | 2770 | 1655 | 2072 | 2112 | 1595 | 1713 | 1941 | | |
| Available | | | | | | | | | | | | | | | | | | | 49 | 27 | 30 | 24 | 24 | 24 | | | |
| Bantam | | | | | | | | | | | | | | 590 | 335 | 40 | | | | | | | | | | | |
| Biederman | | | | | | | | | | | | | | | | | | | 5 | 5 | 8 | 1 | | | | | |
| Brockway | 1748 | 1871 | 2314 | 3063 | *3790 | *1605 | 752 | 875 | 1213 | 1245 | 1695 | 1593 | 1303 | 1815 | 1672 | 2294 | 3683 | 4255 | 2958 | 1626 | 2384 | 2182 | 1752 | 2080 | 1340 | 1144 | 806 |
| Brown | | | | | | | | | | | | | | | | | | | 183 | 154 | 316 | 230 | 117 | 10 | | | |
| Buick | | | | | | | | | 152 | 116 | | | | | | | | | | | | | | | | | |
| Chevrolet | 55623 | 104832 | 133682 | 160959 | 118253 | 99600 | 60704 | 99880 | 157507 | 167129 | 204344 | 183674 | 119479 | 169457 | 185636 | 212797 | 171618 | 235803 | 302219 | 345519 | 414496 | 350344 | 272249 | 327960 | 293079 | 329791 | 302145 |
| Coleman | | | | | | | | | | | | | | | | | | | 6 | 4 | 11 | 1 | 1 | 1 | | | |
| Commerce | | | 65 | 16 | | | | | | | | | | | | | | | | | | | | | | | |
| Corbitt | | | | | | | | | | | | | | | | | | | 268 | 100 | 109 | 153 | 49 | 30 | | | |
| Crosley | | | | | | | | | | | | | | | | | | | 2411 | 871 | 422 | 434 | 243 | 32 | | | |
| Dart | | | | | | | | | | | | | | | | | | | 36 | 22 | 24 | 12 | 9 | 16 | | | |
| Diamond T | 1722 | 1834 | 2312 | 3586 | 2888 | 2483 | 2250 | 4139 | 5440 | 6454 | 8750 | 8110 | 4393 | 5412 | 6354 | 6077 | 5093 | 10475 | 10657 | 5172 | 5675 | 4508 | 3420 | 3398 | 2701 | 3697 | 4037 |
| Divco | | | | | | | | | | | | | 1229 | 1481 | 1662 | 2306 | 3734 | 4893 | 5618 | 3577 | 4309 | 3752 | 2752 | 2569 | 2505 | | |
| Dodge | 24281 | | | 28759 | 15558 | 13510 | 8744 | 28034 | 48252 | 61488 | 85295 | 64098 | 33656 | 48049 | 54323 | 62925 | 96490 | 126736 | 114431 | 116956 | 99716 | 106600 | 102129 | 82345 | 60658 | 66208 | 57658 |
| Dover | | | | 401 | | | | | | | | | | | | | | | | | | | | | | | |
| Duplex | | | | | | | | | | | | | | | | | | | 45 | 11 | 7 | 5 | 10 | 16 | | | |
| Eng. Austin | | | | | | | | | | | | | | | | | | | 18 | 97 | 108 | | | | | | |
| Euclid | | | | | | | | | | | | | | | | | | | 120 | 42 | 59 | 89 | 39 | 27 | | | |
| Fageol | | | | 792 | | | | | | | | | | | | | | | | | | | | | | | |
| Fargo | | | 281 | 3391 | | | | | | | | | | | | | | | | | | | | | | | |
| Federal | 5398 | 3948 | 3111 | 2854 | 2095 | 1523 | 1167 | 1360 | 1962 | 2190 | 2930 | 2339 | 1370 | 1837 | 1613 | 1611 | 4557 | 6020 | 4026 | 1225 | 1469 | 1008 | 841 | 986 | 248 | | |
| Ford | 208163 | 99451 | 65247 | 223425 | 197216 | 138854 | 66937 | 62397 | 128250 | 185848 | 177244 | 189376 | 100959 | 128889 | 159514 | 174024 | 131469 | 186414 | 225729 | 202179 | 315912 | 250802 | 179523 | 266027 | 267799 | 295900 | 263753 |
| Freightliner | | | | | | | | | | | | | 274 | 182 | 252 | 280 | | | 105 | 57 | 83 | 126 | 195 | | | | |
| FWD | | | | | | | | | | | | | | | | | 585 | 1195 | 811 | 337 | 323 | 501 | 543 | 359 | 393 | | |
| Garford | 712 | 573 | 341 | 114 | | | | | | | | | | | | | | | | | | | | | | | |
| GMC | 2797 | 6637 | 17568 | 14300 | 9004 | 6919 | 6359 | 6602 | 10449 | 11442 | 26980 | 43522 | 20152 | 34908 | 38841 | 45703 | 25445 | 49187 | 74857 | 80407 | 97200 | 100285 | 79612 | 82296 | 66644 | 84877 | 82266 |
| Gottfredson | | | 460 | 190 | | | | | | | | | | | | | | | | | | | | | | | |
| Graham | 24803 | 42359 | 36542 | | | | | | | | | | | | | | | | | | | | | | | | |
| Gramm | | | 75 | | | | | | | | | | | | | | | | | | | | | | | | |
| Hahn | | | | 125 | | | | | | | | | | | | | | | 14 | 52 | | | | | | | |
| Hendrickson | | | | | | | | | | | | | | | | | | | 58 | 59 | 88 | 103 | 71 | 106 | | | |
| Hudson | | | | | | | | | | 638 | 1905 | 4823 | 719 | 409 | 760 | 736 | 2543 | 2534 | 117 | | | | | | | | |
| Indiana | 944 | 1136 | 1290 | 1471 | | | 957 | 1252 | 729 | 862 | 1705 | 1371 | 435 | 178 | | | | | | | | | | | | | |
| International | 14247 | 16363 | 26196 | 31438 | 23703 | 21073 | 15752 | 26458 | 31555 | 53471 | 71958 | 76174 | 55834 | 66048 | 76833 | 92482 | 78392 | 113151 | 125203 | 91164 | 97818 | 95184 | 92788 | 95404 | 84222 | 100441 | 108014 |
| Kenworth | | | | | | | | | | | | | | | | | | | 478 | 392 | 673 | 668 | 705 | 747 | 697 | | |
| Kleiber | | | 380 | 326 | | | | | | | | | | | | | | | | | | | | | | | |
| Larrabee | | | 381 | 363 | | | | | | | | | | | | | | | | | | | | | | | |
| Linn | | | | | | | | | | | | | | | | | | | 81 | 23 | 9 | 1 | | | | | |
| Mack | 8718 | 6268 | 6898 | 6867 | 4943 | 2945 | 1425 | 1652 | 1830 | 1515 | 4226 | 5513 | 4406 | 6670 | 7736 | 9468 | 4687 | 10917 | 9795 | 6866 | 9908 | 9794 | 7138 | 6890 | 6098 | 10932 | 13190 |
| Mar. Herr. | | | | | | | | | | | | | | | | | | | 568 | 189 | 97 | 55 | 29 | 40 | | | |
| Martini | | | | | | | | | | | | | | | | | | | 2 | 2 | | | | | | | |
| McDonald | | | | | | | | | | | | | | | | | | | 4 | 2 | | | | | | | |
| Moreland | | | 686 | 715 | | | | | | | | | | | | | | | | | | | | | | | |
| Nash | | | | | | | | | | | | | | | | | | | 32 | 236 | 52 | 211 | 1047 | | | | |
| Oshkosh | | | | | | | | | | | | | | | | | | | 173 | 115 | 100 | 92 | 129 | 106 | | | |
| Overland | 813 | 399 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Peterbilt | | | | | | | | | | | | | | | | | | 195 | 279 | 249 | 280 | 301 | 236 | 332 | 344 | | |
| Pierce-Arrow | 1177 | 613 | 803 | 494 | | | | | | | | | | | | | | | | | | | | | | | |
| Plymouth | | | | | | | | | 123 | 660 | 2420 | 13709 | 6652 | 8294 | 9528 | 7732 | | | | | | | | | | | |
| Pontiac | | 3611 | | | | | | | | | | | | | | | | | | 775 | 1362 | 908 | 541 | 468 | | | |
| Relay | | | 205 | 511 | | | | | | | | | | | | | | | | | | | | | | | |
| Renault | | | | | | | | | | | | | | | | | | | 2 | | | | | | | | |
| Reo | 13466 | 10345 | 16325 | 13241 | 6427 | 5166 | 3187 | 3042 | 5035 | 5101 | 4227 | 4254 | 2929 | 853 | 624 | 1543 | 10489 | 12911 | 10773 | 4003 | 3876 | 3427 | 3393 | 3498 | 2283 | 3121 | 2974 |
| Republic | 990 | 1093 | 686 | 435 | | | | | | | | | | | | | | | | | | | | | | | |
| Rugby | | | 489 | 1248 | | | | | | | | | | | | | | | | | | | | | | | |
| Ruggles | 430 | 295 | 127 | 16 | | | | | | | | | | | | | | | | | | | | | | | |
| Sanford | | | 77 | | | | | | | | | | | | | | | | | | | | | | | | |
| Schacht | | | 395 | 280 | | | | | | | | | | | | | | | | | | | | | | | |
| Selden | 551 | 408 | 430 | 269 | | | | | | | | | | | | | | | | | | | | | | | |
| Service | | | 82 | 38 | | | | | | | | | | | | | | | | | | | | | | | |
| Star | | | 471 | | | | | | | | | | | | | | | | | | | | | | | | |
| Sterling | 714 | 703 | 1049 | 1584 | 1224 | 739 | 227 | 108 | 134 | 174 | 277 | 311 | 267 | 326 | 341 | 440 | 510 | 576 | 411 | 229 | 354 | 334 | 250 | | | | |
| Stewart | 1243 | 1541 | 1959 | 2160 | 2315 | 1394 | 867 | 684 | 736 | 880 | 1280 | 1148 | 390 | 70 | | | | | | | | | | | | | |
| Studebaker | | | 1340 | 1622 | 1518 | 3495 | 2430 | †2413 | 1697 | 2100 | 3279 | 5129 | 2000 | 2110 | 1206 | 5078 | 25360 | 41861 | 50657 | 55099 | 45881 | 32675 | 28985 | 22473 | 10193 | 10817 | 8708 |
| Terraplane | | | | | ‡589 | | | | 517 | | | | | | | | | | | | | | | | | | |
| Thames | | | | | | | | | | | | | | | | | | | 715 | 1216 | 258 | 171 | 118 | | | | |
| Walter | | | | | | | | | | | | | | | | | | | 132 | 76 | 82 | 80 | 100 | 62 | | | |
| Ward LaFr. | | | | | | | | | | | | | | | | | | 509 | 271 | 88 | 46 | 45 | 78 | 48 | | | |
| Whippet | | | 2681 | 5991 | | | | | | | | | | | | | | | | | | | | | | | |
| White | 8872 | 7175 | 6272 | 6096 | 4395 | 2561 | 2138 | 1384 | 3963 | 3304 | 5757 | 5933 | 3514 | 4558 | 6468 | 9271 | 10117 | 13086 | 11603 | 8318 | 12050 | 12260 | 10858 | 12261 | 10340 | 14372 | 15137 |
| Willys | | | | | §4264 | §3131 | 1132 | 233 | 25 | 2280 | 2441 | 1122 | 1889 | 1634 | 2291 | 2031 | 42135 | 49819 | 76484 | 32765 | 24640 | 24292 | 20356 | 17712 | 17523 | 27252 | 23488 |
| Willys-Knight | | | 538 | 612 | | | | | | | | | | | | | | | | | | | | | | | |
| Yellow | 1642 | 1079 | 148 | | | | | | | | | | | | | | | | | | | | | | | | |
| Electrics | | | 502 | 578 | | | | | | | | | | | | | | | | | | | | | | | |
| Miscellaneous | 13256 | 13020 | 5406 | 4970 | 10307 | 6966 | 4290 | 2976 | 2684 | 2604 | 3480 | 3861 | 1880 | 934 | 1217 | 1349 | 3387 | 4261 | | | | 15 | 126 | 259 | 993 | 8449 | 12119 |
| TOTALS | 387341 | 327965 | 341122 | 527057 | 410488 | 313800 | 180413 | 245869 | 403886 | 510683 | 611644 | 618249 | 365349 | 486748 | 559150 | 640697 | 625249 | 879132 | 1035174 | 961961 | 1142307 | 1003850 | 812099 | 930312 | 829101 | 957001 | 894366 |

*Includes Indiana. †Includes Rockne. ‡Essex in 1930. §Includes Whippet and Willys-Knight.

Source: R. L. Polk & Co.

1957 New-Truck Registrations are on Page 44

*For 20 years and more they've agreed...*

# *"It's great to be a GMC dealer!"*

YOU DON'T have to pep-talk GMC's many veteran dealers. They know—from their own year-after-year experiences—that the GMC truck franchise is the most attractive in the industry.

Reason enough so many have been with GMC so long: One for 45 years. A sizable group—from Kentucky to Alaska – for 30. *And more than 10% of the entire 3,000-plus dealer organization for 20 straight years or better.*

They've been good years, too. For GMC has made it a habit of coming up with the truck developments that solve truck-users' most pressing problems.

BACK in the '30's, for example, GMC trucks introduced the first *2-cycle* Diesel. GMC package delivery trucks were first with automatic transmissions. Soon after, GMC offered them in trucks of all sizes and types. And now it's Truck Air Suspension—developed by GMC long before it appeared in an automobile.

With truck features like these to offer, GMC dealers not only sell trucks—but sell them at a profit. For value-conscious truck-buyers buy quality—not price tags.

PROOF: year after year, many dealers report net profits three and four times greater than typical car dealer's percentage-to-sales figures.

So, year after year, they remain GMC dealers. And these veterans and the brand-newcomers alike share in the promise of countless GMC developments already in the works and yet to come.

Little wonder, then, they agree: Yesterday, Today and Tomorrow, "It's great to be a GMC dealer!"

GMC TRUCK & COACH—*A General Motors Division*

*The better you know GMC—the better the truck business looks*

# How Dealers Fared in '57 On Expenses, Profits

*Editor's Note: The following figures are taken from NADA's latest "Operating Averages for the Automobile Retailing Industry."*

## Operating Profit Before Taxes, 1957-1956

| | 1957 Percent of Sales | 1957 Per New Unit Retailed | 1956 Percent of Sales | 1956 Per New Unit Retailed |
|---|---|---|---|---|
| *VOLUME GROUP I | | | | |
| GROSS PROFIT | 14.5 | $770 | 14.7 | $779 |
| Selling Expense | 3.4 | 179 | 3.5 | 184 |
| Operating Expense | 10.5 | 556 | 10.4 | 554 |
| TOTAL EXPENSE | 13.9 | 735 | 13.9 | 738 |
| OPERATING PROFIT | .6 | 35 | .8 | 41 |
| VOLUME GROUP II | | | | |
| GROSS PROFIT | 14.0 | $746 | 14.8 | $756 |
| Selling Expense | 4.3 | 215 | 4.3 | 221 |
| Operating Expense | 9.7 | 492 | 9.8 | 499 |
| TOTAL EXPENSE | 14.0 | 706 | 14.1 | 720 |
| OPERATING PROFIT | .7 | 36 | .7 | 36 |
| VOLUME GROUP III | | | | |
| GROSS PROFIT | 14.4 | $871 | 13.9 | $856 |
| Selling Expense | 4.1 | 198 | 4.3 | 206 |
| Operating Expense | 9.6 | 444 | 8.7 | 418 |
| TOTAL EXPENSE | 13.7 | 637 | 13.0 | 624 |
| OPERATING PROFIT | .7 | 34 | .9 | 42 |
| VOLUME GROUP IV | | | | |
| GROSS PROFIT | 13.4 | $826 | 12.5 | $497 |
| Selling Expense | 4.0 | 158 | 4.2 | 153 |
| Operating Expense | 8.5 | 332 | 8.4 | 309 |
| TOTAL EXPENSE | 12.5 | 491 | 12.6 | 462 |
| OPERATING PROFIT | .9 | 34 | .9 | 35 |
| INDUSTRY AVERAGE | | | | |
| GROSS PROFIT | 14.4 | $799 | 14.5 | $716 |
| Selling Expense | 3.8 | 198 | 3.9 | 193 |
| Operating Expense | 9.0 | 466 | 9.8 | 484 |
| TOTAL EXPENSE | 12.7 | 674 | 13.7 | 677 |
| OPERATING PROFIT | .7 | 36 | .8 | 39 |

*Volume groups are based on 1957 deliveries of new cars and trucks as follows: Group I, 1 to 149 units; Group II, 150 to 399 units; Group III, 400 to 749 units, and Group IV, 750 units and more.

## New Cars and Trucks Inventory Per Dealer

| | Cars Dec. 31 1957 | Cars Dec. 31, 1956 | Trucks (For Truck Dealer) Dec. 31 1957 | Trucks (For Truck Dealer) Dec. 31, 1956 | Days' Supply Cars & Trucks Dec. 31 1957 | Days' Supply Cars & Trucks Dec. 31, 1956 |
|---|---|---|---|---|---|---|
| Group I | 8.2 | 6.7 | 2.7 | 3.2 | 51.2 | 37.4 |
| Group II | 26.5 | 16.7 | 5.8 | 3.2 | 42.6 | 29.0 |
| Group III | 44.4 | 33.8 | 12.3 | 14.4 | 34.8 | 27.3 |
| Group IV | 96.2 | 85.6 | 26.2 | 20.2 | 36.6 | 26.4 |
| Industry Average | 15.3 | 10.5 | 5.2 | 4.1 | 43.7 | 32.0 |

## Used Cars

| | Selling Price Per Unit 1957 | Selling Price Per Unit 1956 | Ratio Used-Unit Sales to New 1957 | Ratio Used-Unit Sales to New 1956 | No. Days' Supply in Inventory Dec. 31, 1957 | No. Days' Supply in Inventory Dec. 31, 1956 |
|---|---|---|---|---|---|---|
| Group I | $775 | $716 | 1.98 | 2.06 | 45.9 | 36.3 |
| Group II | 848 | 754 | 1.65 | 1.76 | 36.5 | 28.8 |
| Group III | 813 | 815 | 1.29 | 1.45 | 29.9 | 21.4 |
| Group IV | 785 | 658 | 1.10 | 1.02 | 23.3 | 18.4 |
| Industry Average | 801 | 758 | 1.63 | 1.73 | 35.5 | 30.5 |

| | Average Cost Per Used Unit in Inventory Dec. 31, 1957 | Average Cost Per Used Unit in Inventory Dec. 31, 1956 | Pct. of Used Vehicles in Stock 30 Days or Longer Dec. 31, 1957 | Pct. of Used Vehicles in Stock 30 Days or Longer Dec. 31, 1956 |
|---|---|---|---|---|
| Group I | $730 | $671 | 51.4 | 47.9 |
| Group II | 796 | 754 | 45.2 | 39.1 |
| Group III | 877 | 801 | 36.7 | 34.5 |
| Group IV | 791 | 796 | 36.3 | 27.8 |
| Industry Average | 764 | 726 | 47.2 | 43.5 |

## Parts (Accessories Not Included)

| | Average Sales Per New Unit Sold 1957 | Average Sales Per New Unit Sold 1956 | Percentage of Gross Profit To Sales 1957 | Percentage of Gross Profit To Sales 1956 | Number Months' Supply in Inventory 1957 | Number Months' Supply in Inventory 1956 | Annual Turnover of Investment 1957 | Annual Turnover of Investment 1956 |
|---|---|---|---|---|---|---|---|---|
| Group I | $420 | $410 | 31.0 | 31.0 | 6.3 | 5.9 | 1.9 | 2.0 |
| Group II | 346 | 332 | 31.1 | 31.5 | 4.9 | 4.7 | 2.5 | 2.6 |
| Group III | 313 | 297 | 29.7 | 30.1 | 3.9 | 4.1 | 3.1 | 2.9 |
| Group IV | 266 | 222 | 27.0 | 27.6 | 3.6 | 3.5 | 3.4 | 3.4 |
| Industry Average | 356 | 345 | 30.4 | 30.7 | 5.2 | 5.1 | 2.3 | 2.3 |

## Customer Labor Sales

| | Average Sales Per New Unit Sold 1957 | Average Sales Per New Unit Sold 1956 | Percentage of Gross Profit to Sales 1957 | Percentage of Gross Profit to Sales 1956 |
|---|---|---|---|---|
| Group I | $264 | $268 | 39.8 | 39.7 |
| Group II | 270 | 246 | 44.4 | 43.7 |
| Group III | 221 | 206 | 47.5 | 47.2 |
| Group IV | 172 | 152 | 46.6 | 47.7 |
| Industry Average | 252 | 245 | 43.1 | 42.5 |

## Total Service Sales

(Includes labor, parts and all other service and stockroom sales, except accessories with new vehicles)

| | Average Sales Per New Unit Sold 1957 | Average Sales Per New Unit Sold 1956 | Percent of Gross Profit To Sales 1957 | Percent of Gross Profit To Sales 1956 | *Percentage of Service Absorption 1957 | *Percentage of Service Absorption 1956 |
|---|---|---|---|---|---|---|
| Group 1 | $850 | $863 | 31.5 | 31.8 | 54.3 | 54.6 |
| Group II | 792 | 777 | 35.1 | 34.4 | 56.2 | 55.5 |
| Group III | 673 | 693 | 36.4 | 36.0 | 55.9 | 57.1 |
| Group IV | 536 | 479 | 34.4 | 36.0 | 55.2 | 55.9 |
| Industry Average | 797 | 799 | 33.6 | 33.8 | 55.7 | 54.9 |

*The percentage of operating (or fixed or semi-fixed) expenses covered by gross profit from all service and parts operations. Officers' or owners' salaries included.

## Percentage of Departmental Sales to Total Sales

| | New Cars and Trucks 1957 | New Cars and Trucks 1956 | Used Cars and Trucks 1957 | Used Cars and Trucks 1956 | Total Service and Parts 1957 | Total Service and Parts 1956 | Miscellaneous Sales 1957 | Miscellaneous Sales 1956 |
|---|---|---|---|---|---|---|---|---|
| Group I | 53.0 | 52.7 | 28.2 | 27.8 | 18.1 | 18.1 | .6 | 1.4 |
| Group II | 56.2 | 57.0 | 27.5 | 26.0 | 15.5 | 15.2 | .8 | 1.8 |
| Group III | 58.8 | 60.7 | 24.4 | 24.4 | 15.5 | 13.9 | 1.3 | 1.0 |
| Group IV | 63.4 | 66.9 | 21.6 | 19.1 | 13.7 | 13.0 | 1.4 | 1.0 |
| Industry Average | 56.1 | 56.6 | 26.6 | 25.9 | 16.4 | 16.1 | .9 | 1.4 |

# The Current Financial Position Of Automotive Companies

## Car, Truck, Body and Trailer Manufacturers

| COMPANY | TOTAL INVESTED CAPITAL (000 omitted) | NET SALES 1957 (000 omitted) | NET SALES 1956 (000 omitted) | NET PROFITS 1957 (000 omitted) | NET PROFITS 1956 (000 omitted) | |
|---|---|---|---|---|---|---|
| American Motors | $ 124,204 | $ 362,234 | $ 408,408 | ($ 11,833) | ($ 19,746) | American Motors |
| Chrysler Corp. | 982,308 | 3,564,983 | 2,676,334 | 119,952 | 19,953 | Chrysler Corp. |
| Diamond T Motor Car | 15,013 | 56,323 | 45,427 | 806 | 1,756 | Diamond T Motor Car |
| Divco-Wayne | 11,307 | 28,154 | 13,298 | 1,141 | 444 | Divco-Wayne |
| Ford Motor Co. | 2,458,240 | 5,771,300 | 4,646,966 | 282,800 | 236,596 | Ford Motor Co. |
| Ford Motor of Canada | 165,500 | 339,802 | 345,693 | 17,469 | 19,722 | Ford Motor of Canada |
| Fruehauf Trailer | 185,102 | 232,042 | 260,136 | 1,702 | 6,300 | Fruehauf Trailer |
| Gar Wood Industries | 17,443 | 43,403 | 41,042 | 514 | 1,006 | Gar Wood Industries |
| General Motors | 5,669,551 | 10,989,813 | 10,796,443 | 843,592 | 847,396 | General Motors |
| Mack Truck | 154,558 | 263,660 | 254,244 | 11,073 | 12,104 | Mack Truck |
| Studebaker-Packard | N.A. | 213,204 | 303,038 | (11,135) | (43,318) | Studebaker-Packard |
| Twin Coach | N.A. | 28,500 | 24,533 | (2,850) | 771 | Twin Coach |
| White Motor | 94,153 | 225,912 | 207,412 | 6,833 | 7,188 | White Motor |

## Tire and Rubber Manufacturers

| | | | | | | |
|---|---|---|---|---|---|---|
| Dayton Rubber | $ 40,402 | $ 83,614 | $ 75,813 | $ 1,614 | $ 2,593 | Dayton Rubber |
| Firestone | 442,412 | 1,158,884 | 115,180 | 61,692 | 60,539 | Firestone |
| General Tire | 191,303 | 421,165 | 390,472 | 11,300 | 10,860 | General Tire |
| Goodrich | 438,492 | 734,651 | 724,168 | 39,370 | 43,765 | Goodrich |
| Goodyear | 777,998 | 1,421,850 | 1,358,764 | 64,826 | 62,456 | Goodyear |
| Lee Rubber | 26,494 | 48,601 | 46,582 | 1,763 | 1,613 | Lee Rubber |
| Mansfield Tire & Rubber | 19,711 | 59,722 | 61,558 | 1,523 | 1,377 | Mansfield Tire & Rubber |
| Seiberling | 17,678 | 46,934 | 46,634 | 943 | 1,051 | Seiberling |
| U. S. Rubber | 480,788 | 873,583 | 901,260 | 29,695 | 31,870 | U. S. Rubber |

## Parts, Accessories and Miscellaneous Manufacturers

| | | | | | | |
|---|---|---|---|---|---|---|
| Abrasive & Metal Products | $ 4,856 | $ 10,284 | $ 10,784 | $ 209,748 | $ 326,502 | Abrasive & Metal Products |
| Allen Electric | N.A. | N.A. | 3,716 | N.A. | (44,686) | Allen Electric |
| Allen Industries | 14,863 | 47,290 | 40,598 | 1,742,336 | 1,412,178 | Allen Industries |
| Allied Products | 14,430 | 20,176 | 26,567 | 1,063,388 | 1,163,253 | Allied Products |
| American Forging & Socket | 1,912 | 298 | 725 | N.A. | 158,271 | American Forging & Socket |
| American Metal Products | 30,510 | 72,515 | 65,153 | 4,701,436 | 3,969,063 | American Metal Products |
| Baldwin Rubber | 8,867 | N.A. | N.A. | 664,747 | 983,265 | Baldwin Rubber |
| Bendix Aviation | 211,365 | 711,237 | 581,419 | 27,499,034 | 24,278,263 | Bendix Aviation |
| Bohn Aluminum | 24,669 | 39,714 | 51,591 | 1,087,935 | 958,866 | Bohn Aluminum |
| Borg-Warner | 331,437 | 608,514 | 598,696 | 34,076,578 | 35,841,952 | Borg-Warner |
| Budd Co. | 125,582 | 317,762 | 307,829 | 8,865,807 | 9,165,274 | Budd Co. |
| Clevite Corp. | 53,912 | 71,368 | 73,582 | 3,988,539 | 3,971,593 | Clevite Corp. |
| Continental Motors | 52,550 | 135,611 | 125,116 | 3,583,301 | 1,064,924 | Continental Motors |
| Crampton Mfg. | 6,346 | 13,700 | 14,606 | 686,024 | 1,303 | Crampton Mfg. |
| Dana Corp. | 99,172 | 201,408 | 228,531 | 13,874,502 | 17,342,919 | Dana Corp. |
| Decker Nut Mfg. | 1,378 | 2,654 | 2,595 | 136,095 | 113,159 | Decker Nut Mfg. |
| Detroit Aluminum & Brass | N.A. | N.A. | 6,300 | N.A. | 617,551 | Detroit Aluminum & Brass |
| Detroit Gasket & Mfg. | 11,556 | 37,470 | 39,510 | 400,476 | 279,615 | Detroit Gasket & Mfg. |
| Detroit Harvester | 17,934 | 56,347 | 47,423 | 1,741,718 | 1,599,681 | Detroit Harvester |
| Detroit Stamping | 2,662 | 5,164 | 5,259 | 601,157 | 723,322 | Detroit Stamping |
| Douglas & Lomason | 4,359 | 12,677 | 8,741 | 572,374 | 30,572 | Douglas & Lomason |
| Eaton Manufacturing | 88,967 | 221,844 | 227,197 | 11,067,720 | 12,980,828 | Eaton Manufacturing |
| Electric Auto-Lite | 139,867 | 267,327 | 231,588 | N.A. | 2,345,887 | Electric Auto-Lite |
| Federal Mogul-Bower Bearing | 53,123 | 109,070 | 100,642 | 9,189,530 | 8,884,400 | Federal Mogul-Bower Bearing |
| Federal Screw | 6,507 | N.A. | N.A. | 454,895 | 508,874 | Federal Screw |
| Fuller Mfg. | 15,791 | 31,541 | 37,967 | 2,177,845 | 3,274,069 | Fuller Mfg. |
| Gabriel Co. | 6,676 | 21,654 | 19,210 | 753,686 | 378,203 | Gabriel Co. |
| Hall Lamp | N.A. | N.A. | 5,500 | N.A. | 197,139 | Hall Lamp |
| Hastings Mfg. | N.A. | 9,661 | 10,733 | 26,167 | 226,087 | Hastings Mfg. |
| Hayes Industries | 6,752 | 23,331 | 21,008 | 1,101,141 | 646,393 | Hayes Industries |
| Higbie Mfg. | 3,260 | 6,864 | 5,713 | 347,178 | 342,963 | Higbie Mfg. |
| Hoover Ball & Bearing | 10,583 | 22,269 | Not Comp. | 1,618,842 | Not Comp. | Hoover Ball & Bearing |
| Houdaille Industries | 46,239 | 78,729 | 75,424 | 3,814,197 | 3,055,503 | Houdaille Industries |
| Hurd Lock | N.A. | N.A. | 5,734 | N.A. | (44,264) | Hurd Lock |
| International Harvester | 873,440 | 1,171,389 | 1,252,079 | 45,620,283 | 49,618,709 | International Harvester |
| Jacobs, F. L. Co. | 5,844 | 18,583 | 24,213 | (852,378) | (1,986,479) | Jacobs, F. L. Co. |
| Kelsey-Hayes Corp. | 75,100 | 201,852 | 154,573 | 8,384,478 | 7,121,474 | Kelsey-Hayes Corp. |
| Kent-Moore Organization | N.A. | N.A. | N.A. | N.A. | 491,690 | Kent-Moore Organization |
| King-Seeley Corp. | 17,438 | 34,870 | 39,756 | 950,365 | 1,765,345 | King-Seeley Corp. |
| Kingston Products | N.A. | N.A. | 6,177 | N.A. | 269,859 | Kingston Products |
| Lakey Foundry | 5,809 | 11,117 | 11,475 | 127,884 | 87,044 | Lakey Foundry |
| Lansing Stamping | N.A. | N.A. | N.A. | N.A. | 117,295 | Lansing Stamping |
| McCord Corp. | 15,116 | 40,219 | 42,821 | 1,559,751 | 1,743,669 | McCord Corp. |
| McQuay-Norris Mfg. | 12,950 | 24,637 | 27,541 | 885,420 | 979,425 | McQuay-Norris Mfg. |
| Michigan Seamless Tube | 5,169 | 14,255 | 11,989 | 1,131,504 | 1,040,002 | Michigan Seamless Tube |
| Miller Mfg. | 5,556 | 10,936 | 11,488 | 445,346 | 304,046 | Miller Mfg. |
| Monroe Auto Equipment | 6,487 | 12,057 | 13,804 | 75,330 | 186,746 | Monroe Auto Equipment |
| Motor Wheel | 31,274 | 64,727 | 61,457 | (804,392) | 1,439,404 | Motor Wheel |
| Mt. Clemens Metal Products | 4,158 | 10,140 | 9,726 | 151,163 | 281,329 | Mt. Clemens Metal Products |
| Muskegon Motor Specialties | 4,582 | 10,057 | 11,647 | 385,590 | 391,356 | Muskegon Motor Specialties |
| National Automotive Fibres | 24,646 | 47,375 | 45,946 | 1,018,052 | (1,821,001) | National Automotive Fibres |
| Parker Rust Proof | 7,423 | 12,171 | 12,605 | 1,764,341 | 1,820,019 | Parker Rust Proof |
| Ranco | 15,168 | 29,301 | 28,086 | 2,744,752 | 2,390,666 | Ranco |
| Rockwell Spring & Axle | 106,616 | 263,504 | 249,521 | 15,814,042 | 11,909,679 | Rockwell Spring & Axle |
| Ryerson & Haynes | 3,057 | 7,047 | 6,835 | 182,984 | 254,020 | Ryerson & Haynes |
| Shatterproof Glass | 6,336 | 13,102 | 12,869 | 464,051 | 465,229 | Shatterproof Glass |
| Sheller Mfg. | 21,991 | 42,139 | 41,071 | 2,050,558 | 1,271,606 | Sheller Mfg. |
| Soss Mfg. | 2,683 | 8,158 | 5,037 | 246,296 | 4,539 | Soss Mfg. |
| Standard Tube | 5,318 | 10,768 | 12,284 | 239,030 | 661,439 | Standard Tube |
| Stewart-Warner | 49,573 | 111,969 | 121,265 | 5,985,157 | 6,632,399 | Stewart-Warner |
| Stubnitz Green Spring | 5,317 | 25,977 | 21,074 | 724,789 | 525,821 | Stubnitz Green Spring |
| Thompson Products | 137,826 | 368,578 | 306,508 | 11,942,034 | 13,012,605 | Thompson Products |
| Udylite Corp. | 15,726 | 58,492 | 61,407 | 2,011,695 | 1,956,356 | Udylite Corp. |
| United Industrial Mfg. | 11,805 | 15,958 | 17,903 | 1,270,356 | 903,253 | United Industrial Mfg. |
| United Specialties | N.A. | N.A. | 11,683 | N.A. | 3,153 | United Specialties |
| Woodall Industries | 10,830 | 33,634 | 27,099 | 1,476,833 | 810,038 | Woodall Industries |
| Young Spring & Wire, L. A. | 24,210 | 50,712 | 46,025 | 1,125,335 | 1,390,502 | Young Spring & Wire, L. A. |

N.A.—Not Available.
( )—Loss.

# THIS SHOP IS MAKING MONEY with the DU MONT® *IgnitionScope**

Making money *hand-over-fist!* . . . Because they're using Du Mont IgnitionScopes. Whether it's one or a dozen, IgnitionScopes pay their own way *a hundred times over*. This is how: IgnitionScopes *impresses* the customer . . . IgnitionScope sells the customer . . . IgnitionScope *builds* your business and *boosts* your profits like an increase in markup. All of this *besides* saving *hours* of work. IgnitionScopes are as easy to use as a screwdriver.

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*Trademark

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COMPANY NAME_____

ADDRESS_____

CITY_____ STATE_____

**9 OUT OF EVERY 10 AUTOMOTIVE SCOPES IN USE ARE DUMONT!**

# Replacement Parts, Accessory Sales

*Estimates Are Based on Federal Excise Tax Receipts*

| Calendar Year | Wholesale Value | Yearly Increase % |
|---|---|---|
| 1933 | $234,461,090 | ... |
| 1934 | 299,879,633 | 28.0 |
| 1935 | 373,159,429 | 24.6 |
| 1936 | 454,110,443 | 21.5 |
| 1937 | 461,774,995 | 2.0 |
| 1938 | 360,892,902 | —21.6 |
| 1939 | 460,408,017 | 27.5 |
| 1940 | 553,004,020 | 20.0 |
| 1941 | 718,212,295 | 30.0 |
| 1942 | 471,956,985 | —34.3 |
| 1943 | 527,710,048 | 12.0 |
| 1944 | 789,200,000 | 49.6 |
| 1945 | 1,037,800,000 | 31.5 |
| 1946 | 1,750,200,000 | 68.6 |
| 1947 | 2,309,200,000 | 31.9 |
| 1948 | 2,451,500,000 | 6.2 |
| 1949 | 1,809,900,000 | —26.2 |
| 1950 | 1,881,700,000 | 4.0 |
| 1951 | 2,399,400,000 | 27.5 |
| 1952 | 2,164,300,000 | — 9.8 |
| 1953 | 1,892,400,000 | —12.56 |
| 1954 | 1,683,000,000 | —11.07 |
| 1955 | 1,805,000,000 | 7.25 |
| 1956 | 1,827,000,000 | 1.22 |
| 1957 | 1,850,000,000 | 1.26 |

The Federal excise tax does not apply on parts and accessories exported, direct sales to governments*, sales of garages and service equipment and items which are used for a variety of purposes other than automotive, such as bolts, nuts, lacquers, paints, varnish, cloth, leather, etc., used in repairs.

†Preliminary

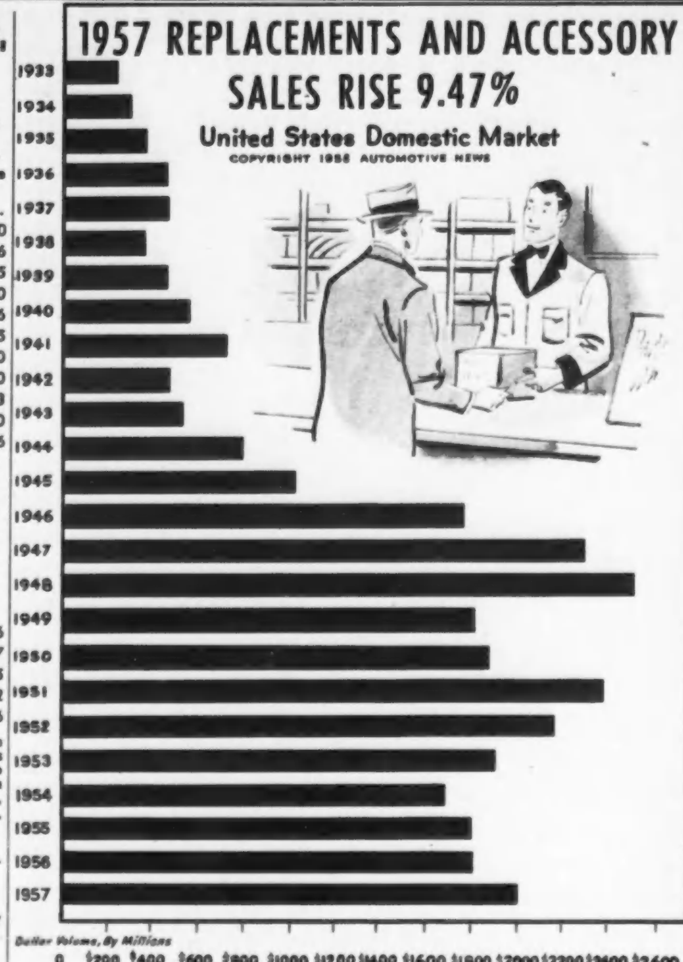
Source: Automobile Mfrs. Assn.

# Gasoline Prices, '57

**Average 55 Representative Cities**

| CITY | *Price per Gal. |
|---|---|
| Portland, Me. | $ .2932 |
| Manchester, N. H. | .2890 |
| Burlington, Vt. | .3350 |
| Boston, Mass. | .2623 |
| Providence, R. I. | .2540 |
| Hartford, Conn. | .2757 |
| Buffalo, N. Y. | .3150 |
| New York, N. Y. | .3142 |
| Newark, N. J. | .2765 |
| Philadelphia, Pa. | .2740 |
| Wilmington, Del. | .2790 |
| Baltimore, Md. | .3182 |
| Washington, D. C. | .3198 |
| Charleston, W. Va. | .3373 |
| Norfolk, Va. | .2882 |
| Charlotte, N. C. | .2840 |
| Charleston, S. C. | .3334 |
| Atlanta, Ga. | .3072 |
| Jacksonville, Fla. | .3198 |
| Birmingham, Ala. | .3186 |
| Jackson, Miss. | .3123 |
| Memphis, Tenn. | .3173 |
| Louisville, Ky. | .2992 |
| Cleveland, Ohio | .2998 |
| Cincinnati, Ohio | .2977 |
| Indianapolis, Ind. | .2948 |
| Chicago, Ill. | .3149 |
| Detroit, Mich. | .3221 |
| Milwaukee, Wis. | .3292 |
| Twin Cities, Minn. | .2857 |
| Fargo, N. D. | .2894 |
| Huron, S. D. | .3065 |
| Omaha, Neb. | .3039 |
| Des Moines, Iowa | .3098 |
| St. Louis, Mo. | .2832 |
| Wichita, Kans. | .2894 |
| Tulsa, Okla. | .2990 |
| Little Rock, Ark. | .3207 |
| New Orleans, La. | .3296 |
| Dallas, Texas | .2710 |
| Houston, Texas | .2962 |
| El Paso, Texas | .3346 |
| Albuquerque, N. M. | .3404 |
| Denver, Colo. | .3265 |
| Cheyenne, Wyo. | .3413 |
| Great Falls, Mont. | .3652 |
| Boise, Idaho | .3464 |
| Salt Lake City, Utah | .3157 |
| Reno, Nev. | .3572 |
| Phoenix, Ariz. | .3147 |
| Los Angeles, Calif. | .2948 |
| San Francisco, Calif | .3232 |
| Portland, Ore. | .3237 |
| Seattle, Wash. | .3157 |
| Spokane, Wash. | .3617 |
| AVERAGE United States | $ .3096 |

* Includes State, Federal and local taxes. Household (regular grade gasoline).
Source: National Petroleum News




# One Out of Every Five Motor Trucks Produced Is Exported

| Year | Passenger Cars | Trucks & Buses | Total Vehicles | Year | Passenger Cars | Trucks & Buses | Total Vehicles |
|---|---|---|---|---|---|---|---|
| 1929 | 9.0% | 29.8% | 12.5% | 1941 | 2.6% | 13.0% | 4.5% |
| 1930 | 7.8 | 22.7 | 10.4 | 1946 | 6.7 | 20.1 | 10.8 |
| 1931 | 5.7 | 26.8 | 9.5 | 1947 | 7.3 | 20.5 | 10.7 |
| 1932 | 5.9 | 21.7 | 8.6 | 1948 | 6.0 | 14.9 | 8.3 |
| 1933 | 5.1 | 19.6 | 7.6 | 1949 | 3.1 | 11.8 | 4.6 |
| 1934 | 8.2 | 22.4 | 11.2 | 1950 | 2.3 | 11.6 | 3.8 |
| 1935 | 6.8 | 19.0 | 9.0 | 1951 | 4.6 | 17.5 | 7.1 |
| 1936 | 5.9 | 17.8 | 8.0 | 1952 | 3.9 | 15.7 | 6.2 |
| 1937 | 7.2 | 24.0 | 10.3 | 1953 | 3.0 | 12.9 | 4.5 |
| 1938 | 9.8 | 29.4 | 13.6 | 1954 | 3.7 | 19.5 | 6.1 |
| 1939 | 6.0 | 22.2 | 9.1 | 1955 | 3.2 | 15.8 | 4.9 |
| 1940 | 2.9 | 13.4 | 4.6 | 1956 | 3.3 | 19.2 | 5.8 |
| | | | | 1957 | 2.6 | 19.8 | 5.2 |

Source: Automobile Manufacturers Association.

# The Petroleum Picture

## U. S. Production of Liquid Petroleum Products

| Year | Annual Total (000 bbls.) | Daily Avg. (actual bbls.) |
|---|---|---|
| 1939 | 1,319,110 | 3,614,000 |
| 1940 | 1,412,081 | 3,858,145 |
| 1941 | 1,486,518 | 4,072,652 |
| 1942 | 1,472,364 | 4,033,874 |
| 1943 | 1,595,729 | 4,371,860 |
| 1944 | 1,780,350 | 4,864,344 |
| 1945 | 1,828,539 | 5,009,696 |
| 1946 | 1,851,748 | 5,073,282 |
| 1947 | 1,989,850 | 5,451,643 |
| 1948 | 2,167,264 | 5,921,486 |
| 1949 | 1,999,215 | 5,477,301 |
| 1950 | 2,155,693 | 5,906,008 |
| 1951 | 2,452,676 | 6,719,700 |
| 1952 | 2,513,733 | 6,868,100 |
| 1953 | 2,596,166 | 7,112,800 |
| 1954 | 2,567,628 | 7,034,600 |
| 1955 | 2,766,325 | 7,579,000 |
| 1956 | 2,910,514 | 7,952,200 |
| 1957 | 2,913,177 | 7,981,300 |

## U. S. Consumption of Liquid Petroleum Products

| Year | Annual Total (000 bbls.) | Daily Avg. (actual bbls.) |
|---|---|---|
| 1939 | 1,230,486 | 3,371,195 |
| 1940 | 1,326,620 | 3,624,645 |
| 1941 | 1,485,779 | 4,070,627 |
| 1942 | 1,449,908 | 3,972,351 |
| 1943 | 1,521,426 | 4,168,290 |
| 1944 | 1,671,263 | 4,566,292 |
| 1945 | 1,772,685 | 4,856,671 |
| 1946 | 1,792,786 | 4,911,742 |
| 1947 | 1,989,803 | 5,452,000 |
| 1948 | 2,113,678 | 5,775,077 |
| 1949 | 2,118,250 | 5,803,425 |
| 1950 | 2,375,057 | 6,507,005 |
| 1951 | 2,569,827 | 7,040,600 |
| 1952 | 2,664,407 | 7,279,800 |
| 1953 | 2,775,321 | 7,603,600 |
| 1954 | 2,832,424 | 7,760,100 |
| 1955 | 3,087,775 | 8,459,700 |
| 1956 | 3,213,187 | 8,779,200 |
| 1957 | 3,210,893 | 8,797,000 |

## U. S. Exports of Crude Oil and Refined Petroleum Products

| Year | Annual Total (000 bbls.) | Daily Avg. (actual bbls.) |
|---|---|---|
| 1938 | 194,145 | 531,904 |
| 1939 | 189,549 | 519,312 |
| 1940 | 130,466 | 356,464 |
| 1941 | 108,830 | 298,164 |
| 1942 | 116,907 | 320,293 |
| 1943 | 149,957 | 410,841 |
| 1944 | 207,616 | 567,257 |
| 1945 | 182,983 | 501,323 |
| 1946 | 153,123 | 419,515 |
| 1947 | 164,477 | 450,600 |
| 1948 | 134,674 | 367,962 |
| 1949 | 119,376 | 327,058 |
| 1950 | 111,306 | 304,948 |
| 1951 | 154,052 | 422,100 |
| 1952 | 158,188 | 432,200 |
| 1953 | 146,591 | 401,600 |
| 1954 | 129,733 | 355,400 |
| 1955 | 134,188 | 367,600 |
| 1956 | 157,386 | 430,000 |
| 1957 | 205,046 | 561,800 |

## U. S. Imports of Crude Oil and Refined Petroleum Products

| Year | Annual Total (000 bbls.) | Daily Avg. (actual bbls.) |
|---|---|---|
| 1938 | 54,308 | 148,789 |
| 1939 | 59,060 | 161,808 |
| 1940 | 83,751 | 228,825 |
| 1941 | 97,142 | 266,142 |
| 1942 | 35,966 | 98,537 |
| 1943 | 63,412 | 173,732 |
| 1944 | 92,311 | 252,216 |
| 1945 | 113,619 | 311,285 |
| 1946 | 137,676 | 377,195 |
| 1947 | 159,389 | 436,682 |
| 1948 | 188,144 | 514,055 |
| 1949 | 235,559 | 645,367 |
| 1950 | 310,261 | 850,030 |
| 1951 | 308,194 | 844,400 |
| 1952 | 348,507 | 952,200 |
| 1953 | 377,499 | 1,034,200 |
| 1954 | 383,955 | 1,051,900 |
| 1955 | 455,564 | 1,248,100 |
| 1956 | 525,591 | 1,436,000 |
| 1957 | 563,688 | 1,544,400 |

Source: Bureau of Mines.

# U.S. Automotive Tire, Tube Statistics

## TIRES — Passenger Car

| | SHIPMENTS | | | | | |
|---|---|---|---|---|---|---|
| | Original Equipment | Replacement | Export | Total | Production | Inventory |
| 1929 | 17,511,752 | 43,916,524 | 2,049,509 | 63,477,785 | 62,809,887 | 10,806,961 |
| 1930 | 10,589,286 | 36,194,381 | 1,873,306 | 48,656,973 | 46,130,148 | 8,061,066 |
| 1931 | 8,275,291 | 35,984,807 | 1,247,803 | 45,507,901 | 44,378,021 | 7,024,207 |
| 1932 | 5,321,246 | 30,300,096 | 681,421 | 36,302,763 | 36,128,309 | 6,844,966 |
| 1933 | 9,031,274 | 29,137,759 | 737,208 | 38,906,241 | 39,976,453 | 7,986,820 |
| 1934 | 11,161,220 | 28,870,716 | 735,239 | 40,767,175 | 41,045,258 | 8,294,858 |
| 1935 | 17,063,692 | 26,035,729 | 947,564 | 44,046,985 | 43,255,729 | 7,054,179 |
| 1936 | 18,941,208 | 26,999,003 | 643,679 | 46,583,890 | 49,013,253 | 9,290,963 |
| 1937 | 20,054,754 | 26,177,433 | 696,273 | 46,928,460 | 46,496,958 | 8,744,761 |
| 1938 | 10,085,827 | 27,103,970 | 580,165 | 37,769,962 | 35,789,302 | 6,936,901 |
| 1939 | 15,742,253 | 33,470,797 | 607,229 | 49,820,279 | 49,932,954 | 7,107,493 |
| 1940 | 19,560,272 | 30,902,707 | 411,099 | 50,874,078 | 50,965,429 | 7,270,192 |
| 1941 | 19,855,693 | 34,118,268 | 586,423 | 54,560,384 | 50,391,918 | 3,165,132 |
| 1942 | 910,489 | 2,734,003 | 37,852 | 3,682,344 | 2,790,397 | 4,432,038 |
| 1943 | 81,917 | 10,605,445 | 71,655 | 10,759,017 | 7,620,440 | 1,132,259 |
| 1944 | 208,086 | 18,329,918 | 130,032 | 18,668,036 | 18,818,738 | 1,217,615 |
| 1945 | 1,115,295 | 25,462,305 | 222,375 | 26,799,975 | 28,199,792 | 2,214,517 |
| 1946 | 11,086,542 | 54,684,036 | 652,643 | 66,423,221 | 66,466,319 | 1,763,472 |
| 1947 | 19,644,143 | 52,857,228 | 1,608,082 | 74,109,453 | 77,795,299 | 5,444,071 |
| 1948 | 21,589,040 | 41,295,434 | 655,686 | 63,540,160 | 66,738,436 | 8,772,822 |
| 1949 | 28,128,583 | 36,439,572 | 508,565 | 65,076,720 | 65,140,287 | 8,903,731 |
| 1950 | 36,678,352 | 47,102,627 | 641,987 | 84,422,966 | 78,598,174 | 3,050,301 |
| 1951 | 26,728,553 | 34,226,242 | 723,242 | 61,678,037 | 65,545,941 | 6,973,419 |
| 1952 | 24,106,077 | 45,457,870 | 740,954 | 70,304,901 | 74,341,140 | 11,251,074 |
| 1953 | 33,098,490 | 45,874,056 | 806,199 | 79,778,745 | 81,430,817 | 13,043,064 |
| 1954 | 29,741,478 | 47,043,543 | 927,646 | 77,712,667 | 76,794,128 | 12,217,280 |
| 1955 | 42,565,485 | 50,124,381 | 978,989 | 93,668,855 | 97,167,612 | 15,947,637 |
| 1956 | 30,879,452 | 53,164,815 | 889,322 | 84,933,589 | 85,509,791 | 16,516,315 |
| 1957* | 32,723,955 | 56,605,037 | 888,457 | 90,217,449 | 93,547,244 | 19,817,850 |

## Truck and Bus

| | SHIPMENTS | | | | | |
|---|---|---|---|---|---|---|
| | Original Equipment | Replacement | Export | Total | Production | Inventory |
| 1929 | 1,877,011 | 3,168,347 | 871,712 | 5,917,070 | 5,915,954 | 1,030,999 |
| 1930 | 1,426,303 | 2,826,460 | 731,649 | 4,984,412 | 4,835,325 | 942,372 |
| 1931 | 1,217,988 | 2,771,043 | 563,757 | 4,552,788 | 4,362,255 | 750,513 |
| 1932 | 706,445 | 2,916,409 | 325,407 | 3,948,261 | 3,956,356 | 799,393 |
| 1933 | 1,455,575 | 3,356,675 | 375,223 | 5,187,473 | 5,327,777 | 901,250 |
| 1934 | 2,114,883 | 3,405,098 | 399,389 | 5,919,370 | 6,187,490 | 1,160,127 |
| 1935 | 2,199,903 | 3,369,883 | 566,358 | 6,136,144 | 6,106,052 | 1,141,684 |
| 1936 | 2,504,906 | 3,867,583 | 429,120 | 6,801,609 | 7,027,512 | 1,426,493 |
| 1937 | 2,297,847 | 3,708,893 | 550,188 | 6,556,928 | 6,813,015 | 1,638,474 |
| 1938 | 1,430,303 | 3,463,268 | 468,769 | 5,362,340 | 5,117,433 | 1,514,489 |
| 1939 | 2,465,303 | 4,551,237 | 671,956 | 7,688,496 | 7,679,777 | 1,557,012 |
| 1940 | 2,692,597 | 4,442,949 | 764,813 | 7,900,359 | 8,220,994 | 1,856,336 |
| 1941 | 4,924,615 | 5,776,145 | 902,790 | 11,603,550 | 11,148,278 | 1,270,933 |
| 1942 | 5,769,699 | 6,137,864 | 169,473 | 12,077,036 | 12,560,987 | 1,815,169 |
| 1943 | 6,045,703 | 7,941,218 | 153,800 | 14,140,721 | 12,802,789 | 751,238 |
| 1944 | 6,446,428 | 8,108,959 | 132,568 | 14,687,955 | 14,626,833 | 795,020 |
| 1945 | 4,868,993 | 11,016,111 | 282,028 | 16,167,132 | 16,324,121 | 862,664 |
| 1946 | 4,223,610 | 10,806,211 | 859,369 | 15,889,190 | 15,831,862 | 684,800 |
| 1947 | 5,411,521 | 10,013,994 | 1,648,396 | 17,073,911 | 17,754,837 | 1,505,221 |
| 1948 | 5,256,413 | 7,852,877 | 1,131,812 | 14,241,102 | 14,575,981 | 1,925,403 |
| 1949 | 3,455,781 | 7,026,115 | 958,420 | 11,440,316 | 11,228,440 | 1,734,456 |
| 1950 | 4,670,783 | 9,704,975 | 788,450 | 15,164,208 | 14,155,842 | 743,216 |
| 1951 | 5,424,030 | 10,385,636 | 954,018 | 16,763,684 | 17,859,036 | 1,791,367 |
| 1952 | 5,377,635 | 8,884,074 | 779,007 | 15,040,716 | 16,069,975 | 2,859,156 |
| 1953 | 4,837,634 | 9,317,012 | 733,954 | 14,888,600 | 14,690,498 | 2,662,741 |
| 1954 | 3,591,223 | 8,111,034 | 825,601 | 12,527,858 | 12,346,811 | 2,544,705 |
| 1955 | 4,809,069 | 9,044,047 | 913,276 | 14,766,392 | 14,950,572 | 2,798,935 |
| 1956 | 4,544,349 | 8,888,708 | 884,430 | 14,317,487 | 14,854,810 | 3,387,573 |
| 1957* | 4,040,732 | 8,544,468 | 845,182 | 13,430,382 | 13,393,818 | 3,407,557 |

## INNER TUBES — Passenger Car

| | SHIPMENTS | | | | | |
|---|---|---|---|---|---|---|
| | Original Equipment | Replacement | Export | Total | Production | Inventory |
| 1945 | 1,114,505 | 23,385,741 | 158,031 | 24,658,277 | 25,710,742 | 2,247,325 |
| 1946 | 11,125,433 | 49,655,264 | 596,402 | 61,377,099 | 62,411,547 | 2,603,978 |
| 1947 | 19,688,340 | 39,772,191 | 1,192,313 | 60,652,844 | 65,011,725 | 6,119,098 |
| 1948 | 21,629,001 | 34,821,337 | 397,458 | 56,847,796 | 58,543,777 | 7,769,492 |
| 1949 | 28,095,248 | 26,647,426 | 333,741 | 55,076,415 | 56,437,987 | 8,876,530 |
| 1950 | 36,719,625 | 36,037,257 | 402,320 | 73,159,202 | 69,131,682 | 5,475,671 |
| 1951** | 26,634,864 | 26,123,674 | 470,526 | 53,229,064 | 54,386,178 | 8,026,550 |
| 1952 | 24,155,175 | 27,560,622 | 497,143 | 52,212,940 | 53,549,988 | 9,616,668 |
| 1953 | 33,141,770 | 30,117,985 | 426,275 | 63,686,030 | 63,424,183 | 9,650,503 |
| 1954 | 21,528,283 | 29,869,016 | 442,961 | 51,840,260 | 49,056,789 | 7,534,559 |
| 1955 | 590,136 | 27,174,923 | 427,406 | 28,192,465 | 24,522,941 | 4,971,820 |
| 1956 | 344,689 | 26,270,021 | 460,249 | 27,074,959 | 25,719,200 | 3,944,364 |
| 1957* | 346,731 | 29,758,304 | 504,788 | 30,609,823 | 30,878,800 | 5,403,554 |

**From 1951 on, figures include motorcycle tubes.
*Preliminary estimate.

Source: Rubber Manufacturers Association.

## GASOLINE PRICES AND TAXES, 1920-1957

Yearly Averages from 50 Representative Cities in the United States

| | Tank Wagon (Ex. Tax) | Service Station (Ex. Tax) | Gasoline Taxes | Service Station (Inc. Tax) |
|---|---|---|---|---|
| 1920 | $ .2085 | $ .2974 | $ .0089 | $ [illegible] |
| 1921 | .2409 | .2611 | .0020 | [illegible] |
| 1922 | .2263 | .2482 | .0038 | [illegible] |
| 1923 | .1866 | .2106 | .0071 | [illegible] |
| 1924 | .1686 | .1946 | .0140 | [illegible] |
| 1925 | .1746 | .2009 | .0211 | [illegible] |
| 1926* | .1744 | .2097 | .0248 | [illegible] |
| 1927 | .1500 | .1828 | .0281 | [illegible] |
| 1928 | .1483 | .1798 | .0304 | [illegible] |
| 1929 | .1450 | .1792 | .0350 | [illegible] |
| 1930 | .1240 | .1616 | .0379 | [illegible] |
| 1931 | .0965 | .1298 | .0408 | [illegible] |
| 1932 | .1008 | .1338 | .0463 | [illegible] |
| 1933 | .0942 | .1241 | .0541 | [illegible] |
| 1934 | .0981 | .1364 | .0521 | [illegible] |
| 1935 | .0973 | .1356 | .0529 | [illegible] |
| 1936 | .1021 | .1418 | .0536 | [illegible] |
| 1937 | .1063 | .1459 | .0540 | [illegible] |
| 1938 | .1006 | .1407 | .0544 | [illegible] |
| 1939 | .0968 | .1334 | .0544 | [illegible] |
| 1940 | .0908 | .1278 | .0566 | [illegible] |
| 1941 | .0949 | .1338 | .0593 | [illegible] |
| 1942 | .1044 | .1446 | .0597 | [illegible] |
| 1943 | .1046 | .1456 | .0597 | [illegible] |
| 1944 | .1049 | .1462 | .0597 | [illegible] |
| 1945 | .1033 | .1448 | .0602 | [illegible] |
| 1946 | .1040 | .1469 | .0608 | [illegible] |
| 1947 | .1233 | .1693 | .0618 | [illegible] |
| 1948 | .1455 | .1954 | .0634 | [illegible] |
| 1949 | .1506 | .2027 | .0652 | [illegible] |
| 1950 | .1510 | .2008 | .0668 | [illegible] |
| 1951 | .1533 | .2031 | .0684 | [illegible] |
| 1952 | .1527 | .2024 | .0732 | [illegible] |
| 1953 | .1595 | .2128 | .0741 | [illegible] |
| 1954 | .1619 | .2156 | .0748 | [illegible] |
| 1955 | .1618 | .2142 | .0765 | [illegible] |
| 1956* | .1632 | .2157 | .0836 | [illegible] |
| 1957* | .1669 | .2211 | .0886 | [illegible] |

*1926 and subsequent are "Posted Dealer Tank Wagon" prices.

Source: The Texas Co., National Petroleum News

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8985 Lake Ave., Cleveland 2, Ohio
OLympic 1-6620
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TAlbot 7583
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WAbash 2783

**BINS & EQUIPMENT CO., INC.**
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TEnity 2-3576
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ELgin 6-1176

**BORROUGHS MFG. CORP.**
121 Varick St., New York 13, N. Y.
ALgonquin 5-1477

**THE BROWER CO.**
114 Virginia St., Seattle 1, Wash.
MUtual 0464
1616 N.W. Glisan, Portland, Ore.
CApitol 8-8774
TACOMA ASBESTOS CO.
25th and Holgate, Tacoma, Wash.
MAin 1175

**W. W. CANNON CO.**
9739 Denton Dr., Dallas 20, Tex.
FLeetwood 7-2846
1901 Winter St., Houston, Tex.
PReston 7688

**S. I. DAIGLE & CO.**
437 Philip St., New Orleans 10, La.
EXpress 2138

**EAST COAST DISTRIBUTING CO.**
327 Hopkins Rd., Baltimore 12, Md.
DRexel 7-8042
1580 N. 52nd St., Philadelphia 31, Pa.
GRoonwood 7-4444

**EQUIPMENT PLANNING, INC.**
3819 West Fond du Lac Ave., Milwaukee 16 Wis.
HI 2-0145

**FISHER CORP., LTD.**
177 S. King St., Honolulu, Hawaii
Telephone 6-2341

**WILLIAM A. GORE CO.**
1834 Adeline St., Oakland 7, Calif.
TWinoaks 3-7233
1732 1st Ave., S., Seattle 4, Wash.
MUtual 1251

**GREEN-PENNY CO.**
4180 E. Hankes St., Los Angeles 23, Calif.
ANgelus 8-3321

**FELIX F. LOEB., INC.**
8810 S. Vincennes Ave., Chicago 28, Ill.
HUdson 3-5353

**METAL PRODUCTS CO.**
359 Madison Ave., Memphis 3, Tenn.
JAckson 7-0572

**SIGGINS CO.**
704 Broadway, Kansas City 5, Mo.
HArrison 1-7670
1236 S. 13th St., Omaha, Nebr.
2315 University, Des Moines, Iowa

**SIGGINS EQUIPMENT CO., INC.**
901 S. Boyle Ave., St. Louis 10, Mo.
JEfferson 3-8822—3-8842

**SPARKMAN-BARKER CO.**
585 Santa Fe Dr., Denver 4, Colo.
KEystone 4-1329

**WICKWARE-STACKBIN, LTD.**
Box 220, Billings Bridge, Ont., Canada
(Ottawa) CEntral 4-8188

# BORROUGHS MANUFACTURING COMPANY

A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

3026 NORTH BURDICK amp® KALAMAZOO, MICHIGAN

# SINCLAIR REFINING IS SOLD ON SPOT...

*Photo by Morris H. Jaffe*

## FROM HOME OFFICE...

***"Driving today? Remember to drive with care — and buy SINCLAIR — Power-X Gasoline."*** **Slotted to reach the motorist at breakfast and enroute to and from work, that 5-second reminder will be broadcast 525,200 times in 1958 — the biggest campaign, for size, scope and duration, in Spot Radio history. "Spot," says SINCLAIR REFINING COMPANY's Vice President and General Sales Manager, Louis W. Leath, "is doing a *great* job for SINCLAIR."**

To boost coverage and frequency, yet keep to a reasonable, affordable budget, SINCLAIR REFINING switched to Spot. The same allocation that had purchased only scattered Radio-TV programming in about 100 major markets now brought SINCLAIR saturation schedules in those same markets — 40 to 250 spots a week, 52 weeks a year — plus sizable weekly campaigns on a year-round basis *in 350 additional markets.* Totals: 450 cities; 900 stations; 10,100 announcements per week. And in every market served by SINCLAIR and by an NBC Spot Sales-represented radio station, SINCLAIR uses the NBC Spot Sales station!

*Standing, left to right: Louis W. Leath, Vice President and General Sales Manager, Sinclair Refining Company; Jack Price, Radio Spot Sales Representative, NBC Spot Sales.*

*Seated, left to right: Stanley F. Ellsworth, Vice President and Account Executive, Morey, Humm, & Warwick, Inc.; James J. Delaney, Advertising Manager, Sinclair Refining Company; Reynolds Girdler, Director of Public Relations & Advertising, Sinclair Oil Corporation; William L. Wernicke, Radio-TV Vice President, Morey, Humm & Warwick, Inc.*

# RIGHT DOWN THE LINE!

## TO SERVICE STATION...

***In Chicago, where radio station WMAQ plays a major role in the SINCLAIR schedule,*** **George Gaudio, operator of the Sinclair station at North Avenue and LaSalle Street reports: "My customers tell me they hear the Sinclair radio commercials, and I know those spots have brought me business. My customers are in automobiles and they listen to their radios, especially WMAQ. Personally, I know of no better way for Sinclair to advertise the products I sell."**

A questionnaire sent to SINCLAIR marketers brought a request *from 95% of them for continued use of Spot Radio,* along with overwhelming confirmation of rising sales throughout SINCLAIR territory. And SINCLAIR men agree right down the line: in the markets served by NBC Spot Sales-represented radio stations, credit for this campaign's tremendous success belongs, in large part, to those stations.

*Left to right: Howard Coleman, Manager, Radio Station WMAQ; Carl K. Foster, Manager Sales Promotion, Central District, Sinclair Refining Company; George Gaudio, Sinclair station operator, Chicago.*

**NBC SPOT SALES**

NEW YORK—WRCA
PHILADELPHIA—WRCV
WASHINGTON—WRC
PITTSBURGH—WAMP
CLEVELAND—WHK
LOUISVILLE—WAVE
CHICAGO—WMAQ
ST. LOUIS—KSD
SEATTLE-TACOMA—KOMO
SAN FRANCISCO—KNBC
HONOLULU—KGU

# Per-Car Costs of Automobile Advertising

*(Compiled by Advertising Age)*

Sales of leading makes of automobiles related to the amount invested for each in magazines, newspapers, Sunday sections, network radio (up to the first seven months in '55 only) network television, farm magazines and outdoor (beginning in '55 only) during the past seven years. Expenditures for dealer co-op ads, spot radio and tv, etc., are not included.

| | 1956 | 1955 | 1954 | 1953 | 1952 | 1951 | 1950 |
|---|---|---|---|---|---|---|---|
| **CHEVROLET (GM)** | | | | | | | |
| Cars sold | 1,565,399 | 1,640,681 | 1,417,453 | 1,342,480 | 852,542 | 1,067,042 | 1,420,399 |
| Ad investment | $30,375,565 | $32,111,798 | $15,376,568 | $10,661,320 | $ 5,705,310 | $ 5,819,786 | $ 8,693,111 |
| Ad cost per car | $19.40 | $19.57 | $10.85 | $7.94 | $6.69 | $5.45 | $6.12 |
| **FORD** | | | | | | | |
| Cars sold | 1,375,343 | 1,573,276 | 1,400,440 | 1,116,267 | 732,481 | 862,309 | 1,166,118 |
| Ad investment | $29,734,767 | $29,339,591 | $15,281,987 | $10,319,786 | $ 6,993,760 | $ 6,422,364 | $ 9,415,551 |
| Ad cost per car | $21.62 | $18.65 | $10.91 | $9.24 | $9.55 | $7.45 | $8.07 |
| **BUICK (GM)** | | | | | | | |
| Cars sold | 529,371 | 737,879 | 513,497 | 454,320 | 310,806 | 392,285 | 535,807 |
| Ad investment | $18,410,623 | $19,728,597 | $12,179,340 | $10,580,921 | $ 7,404,122 | $10,256,584 | $ 9,887,906 |
| Ad cost per car | $34.78 | $26.74 | $23.72 | $23.29 | $23.82 | $26.15 | $18.45 |
| **PLYMOUTH (Chrysler)** | | | | | | | |
| Cars sold | 483,756 | 647,352 | 381,078 | 600,447 | 433,134 | 542,649 | 537,367 |
| Ad investment | $12,415,895 | $13,804,850 | $ 5,945,667 | $ 5,089,357 | $ 3,316,481 | $ 4,390,353 | $ 4,320,558 |
| Ad cost per car | $25.66 | $21.33 | $15.64 | $8.48 | $7.66 | $8.09 | $7.89 |
| **OLDSMOBILE (GM)** | | | | | | | |
| Cars sold | 437,896 | 589,515 | 407,150 | 305,593 | 218,189 | 273,472 | 372,519 |
| Ad investment | $15,134,157 | $12,098,426 | $ 7,725,352 | $ 6,217,106 | $ 3,961,264 | $ 4,549,299 | $ 4,621,253 |
| Ad cost per car | $34.56 | $20.52 | $18.97 | $20.34 | $18.16 | $16.64 | $12.41 |
| **PONTIAC (GM)** | | | | | | | |
| Cars sold | 358,668 | 530,007 | 358,167 | 385,692 | 266,351 | 337,821 | 440,528 |
| Ad investment | $11,429,340 | $11,832,100 | $ 7,681,443 | $ 5,999,081 | $ 3,161,835 | $ 3,510,572 | $ 4,174,114 |
| Ad cost per car | $31.86 | $22.32 | $21.45 | $15.55 | $11.87 | $10.39 | $9.48 |
| **MERCURY (Ford)** | | | | | | | |
| Cars sold | 274,603 | 371,837 | 269,926 | 287,717 | 185,883 | 233,339 | 318,217 |
| Ad investment | $ 4,071,186 | $12,640,634 | $ 6,656,950 | $ 7,994,715 | $ 5,023,731 | $ 4,777,885 | $ 5,605,011 |
| Ad cost per car | $14.82 | $34.00 | $24.66 | $27.79 | $27.03 | $20.48 | $17.61 |
| **DODGE (Chrysler)** | | | | | | | |
| Cars sold | 220,208 | 284,323 | 154,789 | 288,812 | 246,464 | 298,603 | 300,104 |
| Ad investment | $12,494,568 | $13,667,639 | $ 6,725,601 | $ 6,230,060 | $ 5,360,043 | $ 5,055,922 | $ 4,561,511 |
| Ad cost per car | $56.74 | $48.07 | $43.45 | $21.57 | $21.75 | $16.93 | $15.20 |
| **CADILLAC (GM)** | | | | | | | |
| Cars sold | 132,952 | 141,038 | 110,328 | 98,612 | 87,806 | 97,093 | 101,825 |
| Ad investment | $ 6,807,167 | $ 5,827,202 | $ 3,954,514 | $ 3,420,435 | $ 3,672,920 | $ 2,396,919 | $ 2,868,139 |
| Ad cost per car | $51.20 | $41.32 | $35.84 | $34.69 | $41.83 | $24.69 | $28.17 |
| **CHRYSLER** | | | | | | | |
| Cars sold | 106,853 | 156,458 | 101,741 | 153,756 | 113,392 | 149,435 | 151,300 |
| Ad investment | $11,010,774 | $13,416,150 | $ 6,471,872 | $ 5,433,074 | $ 3,389,231 | $ 3,868,512 | $ 2,816,673 |
| Ad cost per car | $103.04 | $85.75 | $63.61 | $35.34 | $34.12 | $22.68 | $18.62 |
| **De SOTO (Chrysler)** | | | | | | | |
| Cars sold | 100,766 | 118,062 | 76,739 | 122,342 | 91,677 | 112,642 | 115,023 |
| Ad investment | $ 6,621,212 | $ 6,696,125 | $ 4,501,419 | $ 4,110,102 | $ 3,224,172 | $ 3,931,809 | $ 2,459,168 |
| Ad cost per car | $65.71 | $56.72 | $58.66 | $33.60 | $35.17 | $34.91 | $21.38 |
| **NASH (Amer. Motors)** | | | | | | | |
| Cars sold | 84,576 | 93,451 | 82,729 | 137,507 | 142,520 | 140,035 | 175,722 |
| Ad investment | $ 3,345,202 | $ 4,414,703 | $ 2,918,611 | $ 4,412,412 | $ 2,904,824 | $ 3,443,248 | $ 3,383,414 |
| Ad cost per car | $39.55 | $47.24 | $35.28 | $32.09 | $20.38 | $24.59 | $19.25 |
| **STUDEBAKER (Stud.-Pack.)** | | | | | | | |
| Cars sold | 76,402 | 95,761 | 95,914 | 161,257 | 157,902 | 205,514 | 268,229 |
| Ad investment | $ 6,129,322 | $ 4,804,579 | $ 3,751,632 | $ 3,913,178 | $ 2,660,603 | $ 3,273,884 | $ 3,577,067 |
| Ad cost per car | $80.22 | $50.17 | $39.11 | $24.27 | $16.85 | $15.93 | $13.34 |
| **LINCOLN (Ford)** | | | | | | | |
| Cars sold | 42,598 | 35,017 | 36,251 | 39,169 | 29,110 | 25,816 | 34,318 |
| Ad investment | $ 6,127,609 | $ 5,234,224 | $ 4,327,863 | $ 4,049,469 | $ 3,147,147 | $ 1,823,434 | $ 1,960,798 |
| Ad cost per car | $143.85 | $149.48 | $119.39 | $103.38 | $108.11 | $70.63 | $57.14 |
| **HUDSON (Amer. Motors)** | | | | | | | |
| Cars sold | 30,529 | 43,212 | 35,824 | 66,797 | 78,509 | 96,847 | 134,219 |
| Ad investment | $ 2,281,068 | $ 2,376,199 | $ 2,458,167 | $ 3,611,802 | $ 2,713,668 | $ 3,103,780 | $ 3,255,884 |
| Ad cost per car | $74.71 | $57.30 | $68.62 | $54.07 | $34.57 | $32.08 | $24.26 |
| **PACKARD (Stud.-Pack.)** | | | | | | | |
| Cars sold | 28,396 | 52,103 | 38,396 | 71,079 | 66,346 | 66,999 | 73,153 |
| Ad investment | $ 3,771,981 | $ 5,135,374 | $ 2,672,156 | $ 4,166,659 | $ 3,617,417 | $ 3,106,335 | $ 2,078,668 |
| Ad cost per car | $132.83 | $98.56 | $69.59 | $58.62 | $54.52 | $46.36 | $28.41 |
| **IMPERIAL (Chrysler)** | | | | | | | |
| Cars sold | 10,460 | ..... | ..... | ..... | ..... | ..... | ..... |
| Ad investment | $ 1,501,733 | ..... | ..... | ..... | ..... | ..... | ..... |
| Ad cost per car | $143.57 | ..... | ..... | ..... | ..... | ..... | ..... |
| **CONTINENTAL (Ford)** | | | | | | | |
| Cars sold | 1,564 | 606 | ..... | ..... | ..... | ..... | ..... |
| Ad investment | $ 1,109,013 | $ 792,848 | ..... | ..... | ..... | ..... | ..... |
| Ad cost per car | $709.09 | $1,308.33 | ..... | ..... | ..... | ..... | ..... |

Figures are based on (1) Automotive News 1957 Almanac car registration statistics, (2) Bureau of Advertising tabulations of advertising expenditures in newspapers and Sunday supplements, (3) Publishers Information Bureau data on ad expenditures in magazines, network tv, and farm magazines, and (4) Outdoor Advertising Inc. figures on advertising in outdoor boards and posters.

# Sliding Scale of Automobile Allowances

*Based on 1957 Dartnell Survey of Car Allowances*

| Mileage | | Allowance Per Week* | | |
|---|---|---|---|---|
| Per Week | Annual | Class A | Class B | Class C |
| 25 | 1,300 | $ 2.71 | $ 2.77 | $ 2.89 |
| 50 | 2,600 | 5.17 | 5.41 | 5.64 |
| 75 | 3,900 | 7.58 | 7.95 | 8.30 |
| 100 | 5,200 | 9.87 | 10.38 | 10.85 |
| 125 | 6,500 | 12.07 | 12.72 | 13.30 |
| 150 | 7,800 | 14.17 | 14.94 | 13.64 |
| 175 | 9,100 | 16.20 | 17.09 | 17.92 |
| 200 | 10,400 | 18.08 | 19.12 | 20.06 |
| 225 | 11,700 | 19.92 | 21.08 | 22.15 |
| 250 | 13,000 | 21.64 | 22.93 | 24.11 |
| 275 | 14,300 | 23.29 | 24.72 | 26.02 |
| 300 | 15,600 | 24.80 | 26.38 | 27.81 |
| 325 | 16,900 | 26.32 | 27.96 | 29.50 |
| 350 | 18,200 | 27.72 | 29.50 | 31.16 |
| 375 | 19,500 | 28.95 | 30.90 | 32.70 |
| 400 | 20,800 | 30.23 | 32.30 | 34.22 |
| 425 | 22,100 | 31.40 | 33.62 | 35.69 |
| 450 | 23,400 | 32.52 | 34.86 | 37.02 |
| 475 | 24,700 | 33.52 | 36.01 | 38.31 |
| 500 | 26,000 | 34.47 | 37.08 | 39.50 |
| 525 | 27,300 | 35.54 | 38.24 | 40.79 |
| 550 | 28,600 | 36.22 | 39.29 | 41.97 |
| 575 | 29,900 | 37.02 | 40.32 | 43.12 |
| 600 | 31,200 | 37.70 | 41.18 | 44.16 |
| 625 | 32,500 | 38.55 | 42.08 | 45.18 |
| 650 | 33,800 | 39.29 | 42.85 | 46.08 |
| 675 | 35,100 | 39.92 | 43.61 | 46.97 |
| 700 | 36,400 | 40.53 | 44.24 | 47.67 |
| 725 | 37,700 | 41.08 | 44.92 | 48.55 |
| 750 | 39,000 | 41.63 | 45.55 | 49.25 |
| 775 | 40,300 | 41.94 | 46.04 | 49.94 |
| 800 | 41,600 | 42.37 | 46.61 | 50.44 |
| 825 | 42,900 | 42.74 | 47.11 | 51.29 |
| 850 | 44,200 | 43.11 | 47.63 | 51.88 |
| 875 | 45,500 | 43.43 | 48.09 | 52.49 |
| 900 | 46,800 | 43.70 | 48.43 | 52.97 |
| 925 | 48,100 | 43.85 | 48.78 | 53.48 |
| 950 | 49,400 | 44.00 | 49.08 | 53.85 |
| 975 | 50,700 | 44.11 | 49.25 | 54.24 |
| 1,000 | 52,000 | 44.15 | 49.33 | 54.45 |

* Class A. Cars operated in moderate-sized communities and in country service over hard-surfaced roads.

Class B. Cars operated in cities of over 500,000 population, where there are numerous traffic stops, and in country areas where only a small percentage of the roads are hard surfaced.

Class C. Cars operated under some unusual conditions, as in mountainous country or in areas where local gasoline taxes are considerably above the national average.

# Truck-Trailer Output, 1957

| MONTH | Production (number of units) | SHIPMENTS Number of units | SHIPMENTS Value (thousands of dollars) |
|---|---|---|---|
| January | 5,032 | 4,964 | $ 24,994 |
| February | 5,090 | 5,233 | 26,350 |
| March | 5,555 | 5,457 | 27,261 |
| April | 5,536 | 5,458 | 27,026 |
| May | 5,574 | 5,645 | 27,362 |
| June | 5,110 | 5,148 | 25,146 |
| July | 4,111 | 4,335 | 21,068 |
| August | 5,258 | 5,809 | 26,972 |
| September | 4,667 | 4,820 | 24,525 |
| October | 4,598 | 4,974 | 28,703 |
| November | 3,974 | 4,216 | 21,653 |
| December | 3,692 | 3,689 | 19,426 |
| 1957 TOTAL | 58,197 | 59,748 | $300,490 |

Prepared by Bureau of the Census, Industry Division, Machinery and Equipment Section.

# U. S. Car Models Available for '58

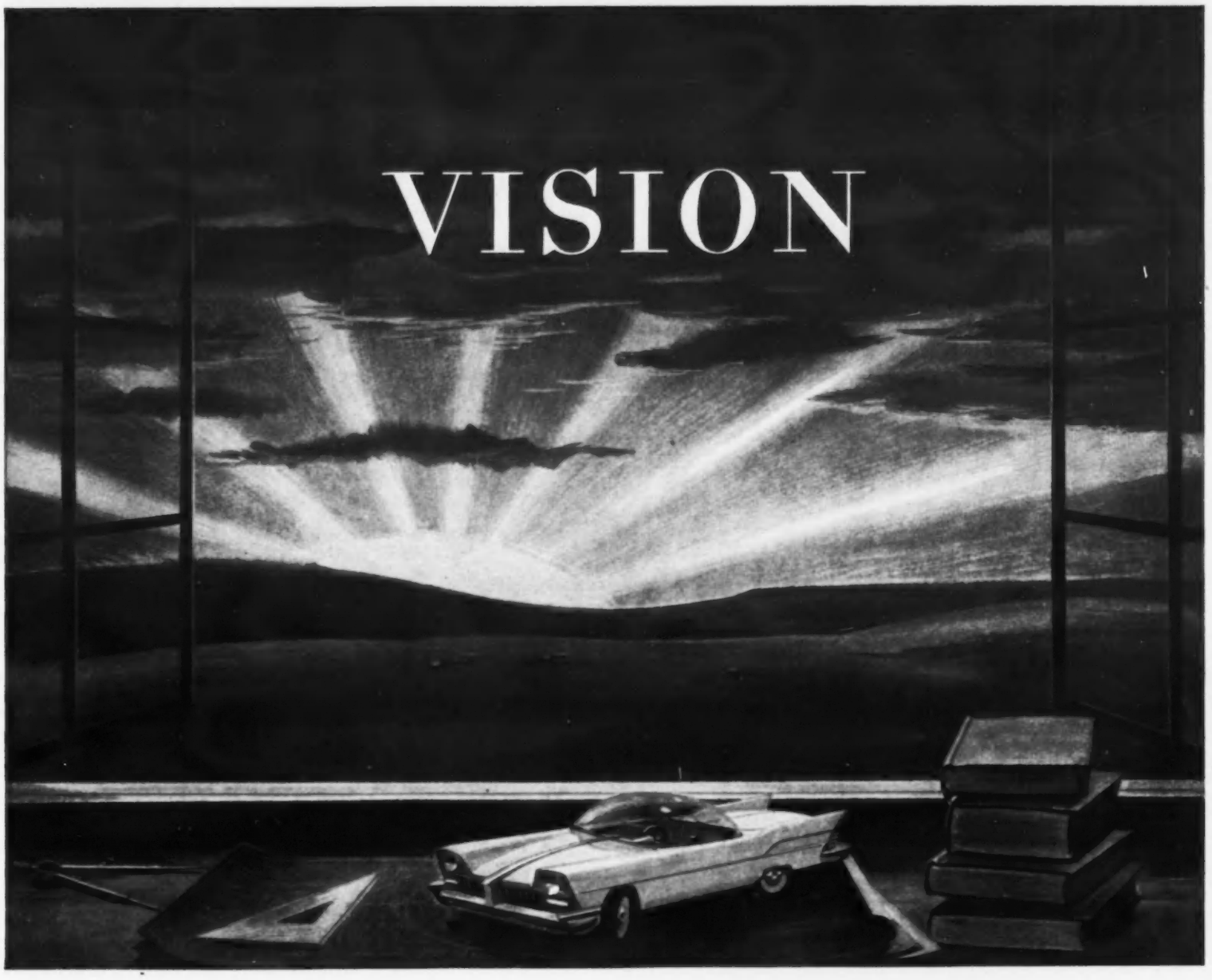
| Make | 4-dr. sedans | 2-dr. sedans | 4-dr. hardtop | 2-dr. hardtop | convs. | station wagons | Total |
|---|---|---|---|---|---|---|---|
| **GENERAL MOTORS** | | | | | | | |
| Buick | 2 | 1 | 5 | 5 | 4 | 3 | 20 |
| Cadillac | 2 | 0 | 5 | 3 | 2 | 0 | 12 |
| Chevrolet | 3 | 4 | 1 | 2 | 2 | 5 | 17 |
| Oldsmobile | 3 | 1 | 3 | 3 | 3 | 3 | 16 |
| Pontiac | 3 | 1 | 3 | 4 | 2 | 3 | 16 |
| **FORD MOTOR CO.** | | | | | | | |
| Edsel | 2 | 1 | 4 | 4 | 2 | 5 | 18 |
| Ford | 3 | 4 | 2 | 2 | 2 | 6 | 19 |
| Lincoln-Continental | 3 | 0 | 3 | 3 | 1 | 0 | 10 |
| Mercury | 2 | 1 | 4 | 4 | 3 | 6 | 20 |
| **CHRYSLER CORP.** | | | | | | | |
| Chrysler | 3 | 0 | 3 | 4 | 2 | 4 | 16 |
| DeSoto | 3 | 0 | 3 | 4 | 4 | 4 | 18 |
| Dodge | 4 | 2 | 3 | 3 | 2 | 5 | 19 |
| Imperial | 3 | 0 | 3 | 2 | 1 | 0 | 9 |
| Plymouth | 3 | 4 | 2 | 3 | 1 | 6 | 19 |
| **AMERICAN MOTORS** | | | | | | | |
| Rambler | 7 | 0 | 3 | 0 | 0 | 7 | 17 |
| **STUDEBAKER-PACKARD** | | | | | | | |
| Studebaker | 4 | 4 | 0 | 3 | 0 | 2 | 13 |
| Packard | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| 1958 Totals | 50 | 23 | 47 | 50 | 31 | 59 | 260 |
| 1957 Totals (end of model run) | 55 | 29 | 40 | 47 | 27 | 56 | 254 |

# NEW-MODEL Announcement Dates

**Model Year**

| | 1954 | 1955 | 1956 | 1957 | 1958 |
|---|---|---|---|---|---|
| Buick | Jan. 8 1954 | Nov. 19 1954 | Nov. 4 1955 | Nov. 9 1956 | Oct. 29 1957 |
| Cadillac | Jan. 20 1954 | Nov. 18 1954 | Oct. 24 1955 | Nov. 12 1956 | Nov. 13 1957 |
| Chevrolet | Dec. 18 1953 | Oct. 28 1954 | Nov. 4 1955 | Oct. 18 1956 | Oct. 31 1957 |
| Chrysler | Oct. 29 1953 | Nov. 17 1954 | Oct. 20 1955 | Oct. 30 1956 | Nov. 1 1957 |
| Continental | * | * | Oct. 21 1955 | Sept. 21 1956 | Nov. 1 1957 |
| DeSoto | Nov. 5 1953 | Nov. 17 1954 | Oct. 19 1955 | Oct. 30 1956 | Nov. 1 1957 |
| Dodge | Oct. 7 1953 | Nov. 17 1954 | Oct. 7 1955 | Oct. 30 1956 | Nov. 1 1957 |
| Edsel | * | * | * | * | Sept. 4 1957 |
| Ford | Jan. 6 1954 | Nov. 12 1954 | Sept. 23 1955 | Oct. 3 1956 | Nov. 7 1957 |
| Hudson | Sept. 25 1953 | Nov. 28 1954 | Nov. 30 1955 | Oct. 25 1956 | * |
| Imperial | * | * | Oct. 20 1955 | Oct. 30 1956 | Nov. 1 1957 |
| Lincoln | Dec. 3 1953 | Nov. 23 1954 | Sept. 8 1955 | Oct. 16 1956 | Nov. 1 1957 |
| Mercury | Dec. 10 1953 | Dec. 2 1954 | Sept. 29 1955 | Nov. 12 1956 | Nov. 12 1957 |
| Nash | Nov. 19 1953 | Nov. 26 1954 | Nov. 17 1955 | Oct. 25 1956 | * |
| Oldsmobile | Jan. 20 1954 | Nov. 19 1954 | Nov. 3 1955 | Nov. 6 1956 | Nov. 8 1957 |
| Packard | Jan. 15 1954 | Jan. 17 1955 | Nov. 3 1955 | Jan. 24 1957 | Jan. 10 1958 |
| Packard Hawk | * | * | * | * | Oct. 15 1957 |
| Plymouth | Oct. 15 1953 | Nov. 17 1954 | Oct. 21 1955 | Oct. 30 1956 | Nov. 1 1957 |
| Pontiac | Dec. 18 1953 | Oct. 29 1954 | Oct. 21 1955 | Nov. 9 1956 | Nov. 9 1957 |
| Rambler | * | * | Dec. 15 1955 | Oct. 25 1956 | Oct. 22 1957 |
| Rambler American | * | * | * | * | Jan. 30 1958 |
| Studebaker | Nov. 23 1953 | Oct. 6 1954 | Nov. 22 1955 | Nov. 8 1956 | Oct. 15 1957 |

* No new models announced in these years.




# LOOKING TO THE FUTURE—PRODUCING FOR TODAY!

Progress has been the keynote of the automotive industry. Today's achievements are but challenges for the accomplishments of tomorrow.

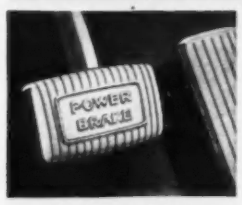
Over the years Bendix Products Division has contributed significantly to automotive progress. From four wheel brakes to power braking and power steering, Bendix has pioneered and developed many of the industry's most notable advancements.

And today Bendix Products Division is planning new and better products for the cars and trucks of tomorrow.

That's why the industry looks to Bendix* as a source of new ideas, as well as a volume manufacturer of automotive components.

*REG. U.S. PAT. OFF.

## TYPICAL EXAMPLES




Bendix Power Brakes

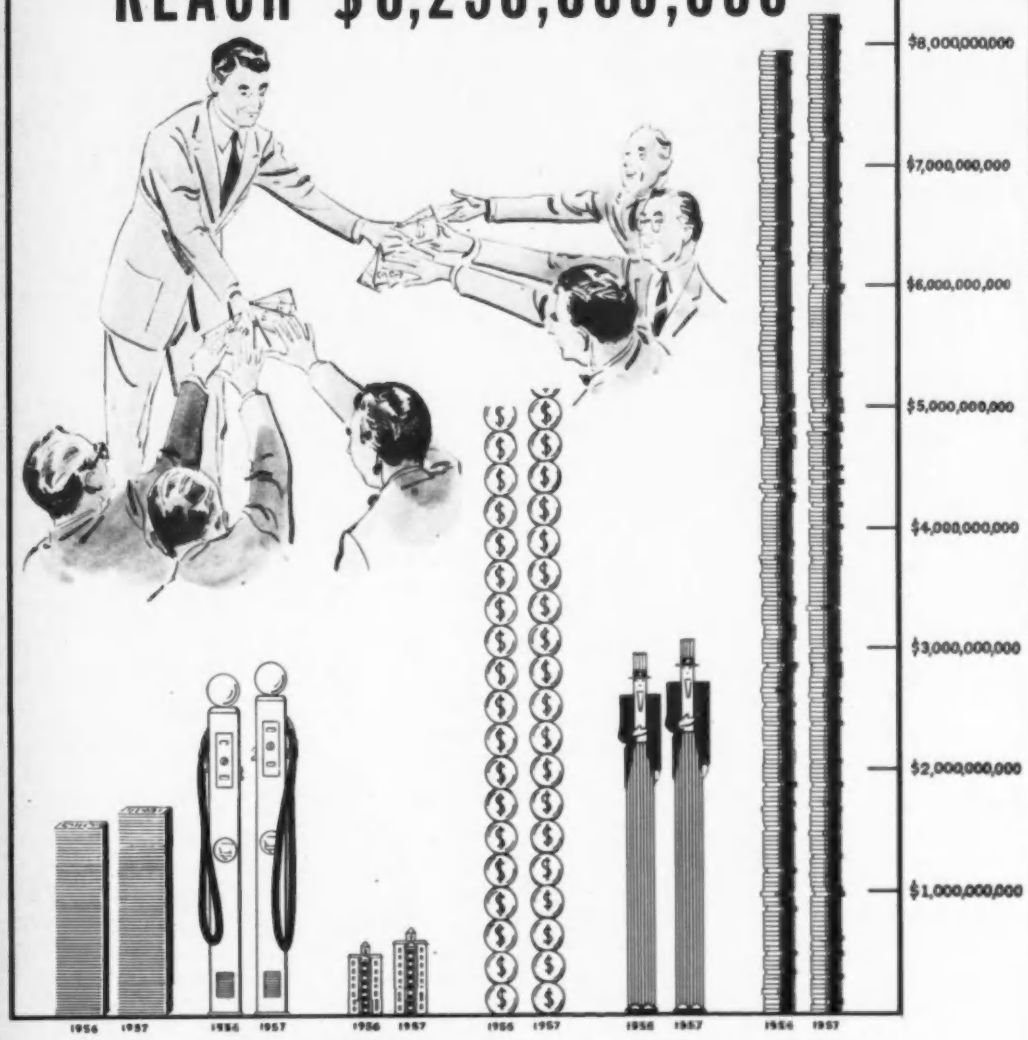
Bendix Power Steering

BRAKES • POWER STEERING • POWER BRAKING
CONSTANT VELOCITY UNIVERSAL JOINTS • HYDRAULIC REMOTE CONTROLS

**Bendix** PRODUCTS DIVISION **South Bend,** IND.

Bendix
AVIATION CORPORATION

# 1957 MOTOR VEHICLE TAXES REACH $8,250,000,000




| | State Gross Registration Receipts (1) | State Gasoline Tax (Net) (1) | Municipal and County Taxes and Tolls (2) | Total Special Road Taxes | Federal Excise Taxes (3) | Total Special Taxes |
|---|---|---|---|---|---|---|
| 1925 | $ 260,583,000 | $ 148,358,000 | $ 43,085,000 | $ 452,026,000 | $ 145,302,000 | $ 597,328,000 |
| 1926 | 288,236,000 | 187,603,000 | 50,051,000 | 525,890,000 | 96,432,000 | 622,322,000 |
| 1927 | 300,872,000 | 258,967,000 | 55,875,000 | 615,714,000 | 60,504,000 | 676,218,000 |
| 1928 | 322,577,000 | 305,234,000 | 61,738,000 | 689,549,000 | 28,222,000 | 717,771,000 |
| 1929 | 347,697,000 | 431,636,000 | 70,451,000 | 849,784,0000 | ..... | 849,784,000 |
| 1930 | 355,580,000 | 494,683,000 | 74,470,000 | 924,733,000 | ..... | 924,733,000 |
| 1931 | 344,313,000 | 537,589,000 | 78,696,000 | 960,598,000 | ..... | 960,598,000 |
| 1932 | 325,104,000 | 514,139,000 | 74,470,000 | 914,813,000 | 75,356,000 | 990,169,000 |
| 1933 | 301,314,000 | 519,403,000 | 75,460,000 | 896,177,000 | 230,649,000 | 1,126,826,000 |
| 1934 | 316,754,000 | 566,642,000 | 80,714,000 | 964,110,000 | 235,743,000 | 1,199,853,000 |
| 1935 | 335,401,000 | 619,677,000 | 87,822,000 | 1,042,900,000 | 256,671,000 | 1,299,571,000 |
| 1936 | 374,920,000 | 691,420,000 | 95,025,000 | 1,161,365,000 | 197,142,000 | 1,458,507,000 |
| 1937 | 415,829,000 | 761,998,000 | 101,539,000 | 1,279,366,000 | 326,515,000 | 1,605,881,000 |
| 1938 | 405,246,000 | 771,764,000 | 105,190,000 | 1,282,200,000 | 267,959,000 | 1,550,159,000 |
| 1939 | 430,549,000 | 821,656,000 | 117,207,000 | 1,369,412,000 | 324,012,000 | 1,693,424,000 |
| 1940 | 457,091,000 | 870,136,000 | 129,360,000 | 1,456,587,000 | 416,394,000 | 1,872,981,000 |
| 1941 | 511,242,000 | 957,312,000 | 144,360,000 | 1,612,914,000 | 572,759,000 | 2,185,673,000 |
| 1942 | 470,864,000 | 844,855,000 | 124,637,000 | 1,440,356,000 | 626,055,000 | 2,066,411,000 |
| 1943 | 449,724,000 | 659,125,000 | 104,722,000 | 1,213,571,000 | 445,814,000 | 1,659,385,000 |
| 1944 | 445,620,000 | 680,950,000 | 40,078,000 | 1,231,448,000 | 486,097,000 | 1,717,545,000 |
| 1945 | 467,589,000 | 783,691,000 | 117,693,000 | 1,368,973,000 | 556,963,000 | 1,925,936,000 |
| 1946 | 551,318,000 | 1,064,681,000 | 155,822,000 | 1,771,821,000 | 798,406,000 | 2,570,227,000 |
| 1947 | 646,097,000 | 1,206,305,000 | 183,038,000 | 2,035,440,000 | 1,039,373,000 | 3,074,813,000 |
| 1948 | 755,183,000 | 1,350,028,000 | 213,597,000 | 2,318,808,000 | 1,154,370,000 | 3,473,178,000 |
| 1949 | 833,639,000 | 1,474,508,000 | 235,699,000 | 2,543,846,000 | 1,280,663,000 | 3,824,509,000 |
| 1950 | 948,333,000 | 1,667,229,000 | 264,328,000 | 2,879,890,000 | 1,479,471,000 | 4,359,361,000 |
| 1951 | 1,054,136,000 | 1,812,624,000 | 289,693,000 | 3,156,453,000 | 1,547,775,000 | 4,704,228,000 |
| 1952 | 1,133,507,000 | 1,967,831,000 | 363,000,000 | 3,464,338,000 | 1,866,972,000 | 5,331,310,000 |
| 1953 | 1,249,928,000 | 2,155,110,000 | 404,000,000 | 3,809,038,000 | 2,183,486,000 | 5,992,524,000 |
| 1954 | 1,334,140,000 | 2,305,759,000 | 460,000,000 | 4,099,899,000 | 2,203,618,000 | 6,303,517,000 |
| 1955 | 1,482,648,000 | 2,543,045,000 | 538,000,000 | 4,563,693,000 | 2,735,636,000 | 7,299,329,000 |
| 1956 | 1,592,483,000 | 2,792,267,000 | 615,000,000 | 4,999,750,000 | 2,964,520,000 | 7,964,270,000 |
| 1957* | ..... | ..... | ..... | ..... | ..... | 8,250,000,000 |

These are special taxes on the motor vehicle users. Income and property taxes on motor vehicle, body, parts and tire factories, garages, dealers, repair shops, terminal and truck, taxicab and bus operating companies are not included.
(1) U. S. Bureau of Public Roads. Registration receipts include special motor carrier fees.
*Preliminary.
(2) Estimated from data compiled by the Board of Investigation and Research. Includes parking meter revenues.
(3) Estimated by Automobile Manufacturers Association from various special surveys by the U. S. Bureau of Public Roads. Includes both private and public toll facilities.

Source: Automobile Manufacturers Assn.

# Average Annual Employment, Wages in Auto Industry

Establishments primarily engaged in manufacturing motor vehicles, passenger-car bodies, truck and bus bodies, motor-vehicle parts and accessories, truck trailers and automobile trailers.

| | All Employes | Production and Related Workers | | | |
|---|---|---|---|---|---|
| YEAR | Number (thousands) | Number (thousands) | Average Weekly Earnings | Average Weekly Hours | Average Hourly Earnings |
| 1940 | 532 | 465 | $35.76 | 38.2 | $ .936 |
| 1941 | 654 | 571 | 41.75 | 40.3 | 1.036 |
| 1942 | 576 | 490 | 52.88 | 45.2 | 1.170 |
| 1943 | 756 | 642 | 57.84 | 46.8 | 1.236 |
| 1944 | 793 | 663 | 58.89 | 46.3 | 1.272 |
| 1945 | 663 | 538 | 52.79 | 42.0 | 1.257 |
| 1946 | 662 | 544 | 50.61 | 37.8 | 1.339 |
| 1947 | 776.2 | 648.8 | 57.45 | 39.0 | 1.473 |
| 1948 | 789.3 | 654.6 | 61.86 | 38.4 | 1.611 |
| 1949 | 759.6 | 635.3 | 65.97 | 38.9 | 1.696 |
| 1950 | 825.2 | 701.6 | 73.25 | 41.2 | 1.778 |
| 1951 | 844.5 | 707.9 | 75.45 | 39.5 | 1.91 |
| 1952 | 790.2 | 644.4 | 82.82 | 40.6 | 2.04 |
| 1953 | 928.9 | 767.1 | 87.95 | 41.1 | 2.14 |
| 1954 | 775.6 | 624.4 | 88.91 | 40.6 | 2.19 |
| 1955 | 903.8 | 746.4 | 97.78 | 42.7 | 2.29 |
| 1956 | 815.2 | 651.8 | 94.71 | 40.3 | 2.35 |
| 1957* | 807.1 | 645.7 | 99.54 | 40.3 | 2.47 |

*Preliminary. Source: U. S. Department of Labor, Bureau of Labor Statistics.

# Number of Auto Workers By Months 1952-1957

Establishments primarily engaged in manufacturing motor vehicles, passenger-car bodies, truck and bus bodies, motor-vehicle parts and accessories, truck trailers and automobile trailers.

| | All Employes | Production and Related Workers | | | |
|---|---|---|---|---|---|
| YEAR AND MONTH | Number (thousands) | Number (thousands) | Average Weekly Earnings | Average Weekly Hours | Average Hourly Earnings |
| 1952—January | 766.9 | 626.4 | $ 80.19 | 40.5 | $1.98 |
| February | 767.5 | 626.5 | 79.59 | 40.4 | 1.97 |
| March | 777.9 | 635.8 | 80.80 | 40.4 | 2.00 |
| April | 799.4 | 655.4 | 79.40 | 39.9 | 1.99 |
| May | 803.9 | 659.8 | 80.40 | 40.2 | 2.00 |
| June | 808.9 | 662.2 | 79.40 | 39.5 | 2.01 |
| July | 659.4 | 513.5 | 71.84 | 36.1 | 1.99 |
| August | 668.9 | 521.0 | 77.57 | 38.4 | 2.02 |
| September | 814.6 | 668.7 | 88.20 | 41.8 | 2.11 |
| October | 842.8 | 695.2 | 91.80 | 43.1 | 2.13 |
| November | 878.8 | 727.2 | 89.46 | 42.0 | 2.13 |
| December | 893.1 | 740.9 | 90.95 | 42.5 | 2.14 |
| 1953—January | 912.0 | 758.6 | $ 86.94 | 41.4 | $2.10 |
| February | 942.2 | 785.5 | 88.40 | 41.7 | 2.12 |
| March | 966.4 | 806.5 | 88.41 | 41.9 | 2.11 |
| April | 978.8 | 818.8 | 88.83 | 41.9 | 2.12 |
| May | 970.8 | 806.7 | 87.15 | 41.5 | 2.10 |
| June | 960.7 | 796.1 | 89.23 | 41.5 | 2.15 |
| July | 959.6 | 791.1 | 87.91 | 40.7 | 2.16 |
| August | 930.5 | 764.0 | 88.58 | 41.2 | 2.15 |
| September | 893.5 | 729.4 | 86.58 | 39.9 | 2.17 |
| October | 889.2 | 726.1 | 88.13 | 40.8 | 2.16 |
| November | 860.1 | 698.6 | 87.02 | 40.1 | 2.17 |
| December | 883.3 | 723.9 | 87.42 | 40.1 | 2.18 |
| 1954—January | 850.6 | 695.1 | $ 89.79 | 41.0 | $2.19 |
| February | 827.7 | 675.3 | 85.72 | 39.5 | 2.17 |
| March | 812.4 | 659.2 | 84.93 | 39.5 | 2.15 |
| April | 806.0 | 653.4 | 87.26 | 40.4 | 2.16 |
| May | 778.5 | 628.0 | 88.34 | 40.9 | 2.16 |
| June | 772.5 | 620.2 | 85.28 | 39.3 | 2.17 |
| July | 738.2 | 585.5 | 85.06 | 39.2 | 2.17 |
| August | 707.3 | 556.8 | 88.00 | 40.0 | 2.20 |
| September | 646.6 | 498.7 | 89.15 | 39.8 | 2.24 |
| October | 720.9 | 572.4 | 90.54 | 40.6 | 2.23 |
| November | 804.2 | 655.5 | 96.53 | 42.9 | 2.25 |
| December | 841.0 | 690.4 | 99.44 | 44.0 | 2.26 |
| 1955—January | 867.7 | 716.3 | $ 96.75 | 43.0 | $2.25 |
| February | 887.5 | 735.2 | 98.99 | 43.8 | 2.26 |
| March | 909.1 | 756.1 | 100.56 | 44.3 | 2.27 |
| April | 926.6 | 772.0 | 97.88 | 43.5 | 2.25 |
| May | 928.1 | 772.1 | 100.56 | 44.3 | 2.27 |
| June | 923.3 | 766.5 | 88.80 | 40.0 | 2.22 |
| July | 903.4 | 745.9 | 97.33 | 42.5 | 2.29 |
| August | 868.0 | 708.9 | 95.04 | 41.5 | 2.29 |
| September | 837.5 | 678.5 | 96.23 | 41.3 | 2.33 |
| October | 861.1 | 699.8 | 98.05 | 41.9 | 2.34 |
| November | 958.6 | 796.1 | 104.52 | 44.1 | 2.37 |
| December | 975.1 | 810.0 | 98.09 | 42.1 | 2.33 |
| 1956—January | 952.6 | 787.4 | $ 90.97 | 39.9 | $ 2.28 |
| February | 896.1 | 730.3 | 87.40 | 38.5 | 2.27 |
| March | 863.6 | 696.5 | 89.67 | 39.5 | 2.27 |
| April | 841.9 | 674.6 | 90.57 | 39.9 | 2.27 |
| May | 800.2 | 633.3 | 85.58 | 37.7 | 2.27 |
| June | 758.1 | 595.1 | 88.09 | 38.3 | 2.30 |
| July | 741.9 | 581.2 | 92.57 | 39.9 | 2.32 |
| August | 722.0 | 562.0 | 92.90 | 39.7 | 2.34 |
| September | 684.9 | 524.8 | 99.06 | 40.6 | 2.44 |
| October | 787.7 | 627.6 | 102.41 | 41.8 | 2.45 |
| November | 856.1 | 693.7 | 105.72 | 42.8 | 2.47 |
| December | 876.4 | 714.6 | 112.95 | 45.0 | 2.51 |
| 1957—January | 872.7 | 709.7 | $100.36 | 41.3 | $ 2.43 |
| February | 863.6 | 699.8 | 99.29 | 41.2 | 2.41 |
| March | 853.1 | 689.2 | 97.12 | 40.3 | 2.41 |
| April | 823.4 | 663.0 | 94.17 | 39.4 | 2.39 |
| May | 812.7 | 651.9 | 93.84 | 39.1 | 2.40 |
| June | 793.9 | 632.4 | 97.42 | 39.6 | 2.46 |
| July | 762.9 | 602.6 | 94.71 | 38.5 | 2.46 |
| August | 772.5 | 610.3 | 98.80 | 40.0 | 2.47 |
| September | 694.3 | 531.2 | 99.43 | 39.3 | 2.53 |
| October | 753.7 | 590.2 | 99.31 | 39.1 | 2.54 |
| November | 811.8 | 649.7 | 108.62 | 42.1 | 2.58 |
| December* | 830.8 | 667.8 | 102.16 | 40.7 | 2.51 |

*Preliminary estimates. Source: U. S. Department of Labor, Bureau of Statistics.

'Jeep' vehicles lead the field—71% of all commercial 4-wheel drive vehicles produced in the United States are 'Jeep' vehicles. The demand for 'Jeeps' is big and getting bigger all the time. This is an opportunity for you. This is your chance to...

# MAKE MORE PROFIT

## with the 'Jeep' Franchise

*Compare* your present profits with the profits you can make...and keep...as a 'Jeep' dealer. 'Jeep' dealers report average retained gross profits of $447.74 per sale—*after washout!* This kind of profit can be yours—with the 'Jeep' Dealer Franchise.

*Retain higher gross profits.* As a 'Jeep' dealer, you will not be competing with every other dealer in town on trade-in overallowances and discounts. For many jobs in agriculture, industry, public service and business, *only* 'Jeep' 4-wheel drive vehicles have the extra traction to get the job done better and faster. In addition, 40.2% of all reported 'Jeep' sales are clean deals, and the constant demand for trade-in 'Jeeps' regularly brings prices well above book value.

*Make more profit on your present investment.* If you're an automotive or truck dealer, you can add the 'Jeep' franchise to your present line with practically *no increase in overhead!* 'Jeep' vehicles will expand your market to a wide range of new prospects in business, public service, agriculture and related fields. Along with high retained profit on 'Jeep' vehicles, you'll make extra profits on parts, service and 'Jeep'-Approved equipment. When a 'Jeep' owner has a new job to do, he returns to his 'Jeep' dealer for special equipment.

*Get all the facts.* Learn how the 'Jeep' franchise can increase *your* profits, either added to your present line—or as your exclusive line. Just fill out and mail this coupon.

**'Jeep'®** 4-WHEEL DRIVE VEHICLES KEEP AMERICA ON THE MOVE

KAISER WILLYS MOTORS

...one of the growing KAISER industries

Tune in **"MAVERICK"** every Sunday night!

**Dealer Franchise Department** 623
**Willys Motors, Inc., Toledo 1, Ohio**

Yes, without obligation, I'm interested in learning the detailed facts about the 'Jeep' family franchise.

NAME_____

ADDRESS_____

CITY_____ STATE_____

BUSINESS_____ POSITION_____

# Radio and Television Network Expenditures for Passenger Car Advertising: 1952-1957

| | 1952 Radio | 1952 Television | 1952 Total | 1953 Radio | 1953 Television | 1953 Total | 1954 Radio | 1954 Television | 1954 Total | 1955 Television | 1956 Television | 1957 Television |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **AMERICAN MOTORS** | | | | | | | | | | | | |
| Hudson | ..... | ..... | ..... | $ 64,701 | ..... | $ 64,701 | ..... | ..... | ..... | ..... | ..... | ..... |
| Nash | ..... | $ 848,025 | $ 848,025 | ..... | $ 8,775 | 8,775 | $ 40,477 | $ 181,242 | $ 221,719 | ..... | $ 8,864 | ..... |
| Combination & Institutional | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 406,245 | 406,245 | $ 2,605,303 | 2,209,278* | $ 1,008,588 |
| TOTAL | ..... | 848,025 | 848,025 | 64,701 | 8,775 | 73,476 | 40,477 | 587,487 | 627,964 | 2,605,303 | 2,218,142* | 1,008,588 |
| **CHRYSLER CORP.** | | | | | | | | | | | | |
| Chrysler | ..... | ..... | ..... | 1,227 | ..... | 1,227 | ..... | 1,577,026 | 1,577,026 | 6,415,805 | 5,894,725 | 38,850 |
| DeSoto | ..... | 1,456,314 | 1,456,314 | ..... | 1,910,421 | 1,910,421 | 826,278 | 2,375,991 | 3,202,269 | 2,745,133 | 3,055,575 | 1,593,036 |
| Dodge | ..... | ..... | ..... | ..... | ..... | ..... | 839,713 | 2,541,601 | 3,381,314 | 4,900,603 | 5,696,376 | 4,803,460 |
| Plymouth | $ 149,445 | 155,048 | 304,493 | 81,300 | 168,030 | 249,330 | 201,221 | 1,756,214 | 1,957,435 | 2,939,772 | 2,363,099 | 2,854,173 |
| DeSoto-Plymouth | 795,876 | ..... | 795,876 | 822,428 | ..... | 822,428 | ..... | ..... | ..... | ..... | ..... | ..... |
| Dodge-Plymouth | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 914,299 | 4,091,757 |
| Other Combination & Institutional | ..... | ..... | ..... | ..... | 928,341 | 928,341 | ..... | 570,123 | 570,123 | 271,456 | 274,190 | 5,539,500 |
| TOTAL | 945,321 | 1,611,362 | 2,556,683 | 904,955 | 3,006,792 | 3,911,747 | 1,867,212 | 8,820,955 | 10,688,167 | 17,272,769 | 18,198,264 | 18,920,776 |
| **FORD MOTOR CO.** | | | | | | | | | | | | |
| Edsel | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 635,250 |
| Ford | 143,778 | 1,224,615 | 1,368,393 | 200,769 | 1,538,304 | 1,739,073 | 774,408 | 2,371,016 | 3,145,424 | 3,997,070 | 1,122,575 | 1,673,268 |
| Lincoln-Mercury | ..... | 1,841,225 | 1,841,225 | ..... | 2,568,280 | 2,568,280 | ..... | 3,601,290 | 3,601,290 | 4,651,730 | 5,140,780 | 4,613,925 |
| Ford Cars, Trucks, Parts & Service | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 4,053,066 | 6,101,761 |
| Other Combination & Institutional | ..... | ..... | ..... | ..... | 208,996 | 208,996 | ..... | ..... | ..... | ..... | ..... | ..... |
| TOTAL | 143,778 | 3,065,840 | 3,209,618 | 200,769 | 4,315,580 | 4,516,349 | 774,408 | 5,972,306 | 6,746,714 | 8,648,800 | 10,316,421 | 13,024,204 |
| **GENERAL MOTORS CORP.** | | | | | | | | | | | | |
| Buick | 92,337 | 118,350 | 280,687 | 70,810 | 863,753 | 934,563 | 165,104 | 1,940,622 | 2,105,726 | 2,068,876 | 2,495,462 | 1,043,951 |
| Cadillac | ..... | ..... | ..... | 63,330 | ..... | 63,330 | ..... | 19,878 | 19,878 | 21,837 | 42,902 | ..... |
| Chevrolet Cars, Trucks, Parts & Ser | 63,602 | 1,318,370 | 1,381,972 | 960,947 | 1,348,010 | 2,308,957 | 1,734,657 | 2,298,920 | 4,033,577 | 4,944,997 | 7,162,325 | 5,852,244 |
| Oldsmobile | 138,089 | 1,374,790 | 1,512,879 | ..... | 2,075,899 | 2,075,899 | 105,848 | 2,268,914 | 2,374,762 | 1,726,567 | 2,868,315 | 1,934,602 |
| Pontiac Cars, Parts & Service | 28,635 | 177,848 | 206,483 | ..... | 587,430 | 587,430 | ..... | 1,496,535 | 1,496,535 | 1,468,061 | 1,957,849 | 277,404 |
| Combination & Institutional | 500,930 | 1,182,007 | 1,682,937 | 703,867 | 2,156,773 | 2,860,640 | 620,517 | 154,723 | 775,240 | 47,769 | 119,128 | 2,467,949 |
| TOTAL | 823,593 | 4,241,365 | 5,064,958 | 1,798,954 | 7,031,865 | 8,830,819 | 2,625,126 | 8,179,592 | 10,804,718 | 10,278,107 | 14,645,981 | 11,576,150 |
| **STUDEBAKER-PACKARD** | ..... | 27,882 | 27,882 | 472,622 | 183,906 | 656,528 | ..... | 298,240 | 298,240 | ..... | 1,322,888 | 103,062 |
| GRAND TOTAL | $1,812,692 | $9,794,474 | $11,707,166 | $3,442,001 | $14,546,918 | $17,988,919 | $5,307,223 | $23,858,580 | $29,165,803 | $38,804,979 | $46,701,696* | $44,632,780 |

* Includes some non-automotive expenditures for Kelvinator appliances.
Gross time for network facilities only. Cost of programs not included.

Source: Publishers Information Bureau.

## 1957 National Advertising Investment—

Automotive, Automotive Accessories & Equipment

*(Source: P.I.B.—Cost of space only in magazines and newspaper supplements, gross cost of time only in network Television.)*

| I. Manufacturers Investing $500,000 or more in these media for auto product advertising: | Magazines & Supplements | Network Television | Total |
|---|---|---|---|
| American Motors | $ 845,091 | $ 1,008,588 | $ 1,853,679 |
| Atlas Supply Corp. | 874,870 | ..... | 874,870 |
| Champion Spark Plug Co. | 2,341,001 | ..... | 2,341,001 |
| Chrysler Corp. | 11,637,682 | 18,920,776 | 30,558,458 |
| Electric Auto-Lite Co. | 652,904 | ..... | 652,904 |
| Firestone Tire & Rubber | 2,866,041 | 1,448,934 | 4,314,975 |
| Ford Motor Co. | 14,615,940 | 13,024,204 | 27,640,144 |
| General Motors Corp. | 23,558,387 | 12,447,111 | 36,005,498 |
| General Tire & Rubber | 1,372,206 | ..... | 1,372,206 |
| B. F. Goodrich | 73,577 | 1,048,497 | 1,122,074 |
| Goodyear Tire & Rubber | 3,409,493 | 2,060,788 | 5,470,281 |
| International Harvester | 1,106,414 | ..... | 1,106,414 |
| Libbey-Owens-Ford Glass Co. | 315,975 | 872,040 | 1,188,015 |
| Simoniz Co. | 911,225 | ..... | 911,225 |
| Studebaker-Packard | 785,197 | 103,062 | 888,259 |
| Union Carbide | 43,861 | 900,134 | 943,995 |
| U. S. Rubber | 466,390 | 1,085,449 | 1,551,839 |
| TOTAL | $65,876,254 | $52,919,583 | $118,795,837 |
| **II. Total investment in automotive categories:** | | | |
| Passenger Cars and Vehicles | $45,755,048 | $16,946,032 | $ 62,701,080 |
| Commercial Trucks and Vehicles | 5,430,316 | 10,325 | 5,440,641 |
| Tires and Tubes | 9,532,317 | 2,534,383 | 12,066,700 |
| Auto Accessories, Equip. and Misc. | 12,120,781 | 652,255 | 12,773,036 |
| TOTAL | $72,838,462 | $20,142,995 | $ 92,981,457 |

Source: Publishers Information Bureau.

## U. S. Automotive Imports—Year, 1957

| Country | Truck & Bus Chassis No. | Truck & Bus Chassis $ Value | Motor Vehicles New No. | Motor Vehicles New $ Value | Motor Vehicles Used No. | Motor Vehicles Used $ Value | Automotive Parts $ Value |
|---|---|---|---|---|---|---|---|
| Canada | 207 | 482,174 | 763 | 1,314,510 | 160 | 99,824 | 2,205,421 |
| U. K. | 149 | 263,991 | 95,510 | 122,599,163 | 626 | 862,361 | 6,731,376 |
| W. Germany | 7,940 | 8,891,986 | 100,042 | 110,829,804 | 3,840 | 4,822,621 | 6,197,855 |
| Sweden | .... | ..... | 12,496 | 14,904,820 | 10 | 10,194 | 372,200 |
| Belgium | .... | ..... | 332 | 309,973 | 16 | 19,922 | 16,554 |
| France | 1 | 2,400 | 37,205 | 35,781,415 | 102 | 100,041 | 1,420,101 |
| Czechoslovakia | .... | ..... | 386 | 275,525 | .... | ..... | 7,027 |
| Italy | .... | ..... | 9,893 | 12,411,944 | 82 | 190,717 | 725,213 |
| Denmark | .... | ..... | 6 | 8,297 | 1 | 1,000 | 9,128 |
| Netherlands | .... | ..... | 66 | 150,908 | 1 | 999 | 180,213 |
| Hungary | .... | ..... | ..... | ..... | .... | ..... | 3,376 |
| Switzerland | 1 | 3,415 | ..... | ..... | 11 | 12,820 | 50,091 |
| Japan | 132 | 188,331 | 403 | 520,252 | .... | ..... | 42,356 |
| U.S.S.R. | .... | ..... | 1 | 2,778 | .... | ..... | ..... |
| Spain | .... | ..... | ..... | ..... | 4 | 5,180 | ..... |
| Yugoslavia | .... | ..... | ..... | ..... | 1 | 900 | ..... |
| Morocco | .... | ..... | 1 | 1,675 | 2 | 1,500 | ..... |
| Bahamas | 2 | 4,000 | ..... | ..... | .... | ..... | ..... |
| Austria | .... | ..... | 1 | 3,468 | .... | ..... | 4,927 |
| Australia | .... | ..... | 4 | 8,942 | 1 | 3,737 | 1,158 |
| E. Germany | .... | ..... | ..... | ..... | 2 | 2,981 | ..... |
| Br. Malaya | .... | ..... | ..... | ..... | 1 | 2,440 | ..... |
| Mexico | .... | ..... | ..... | ..... | .... | ..... | 2,013 |
| Korea | .... | ..... | ..... | ..... | .... | ..... | 97 |
| Eire | .... | ..... | 2,197 | 2,110,184 | .... | ..... | ..... |
| Cuba | .... | ..... | ..... | ..... | .... | ..... | 1,261 |
| Finland | .... | ..... | 1 | 848 | .... | ..... | 909 |
| Hong Kong | .... | ..... | ..... | ..... | .... | ..... | 504 |
| Panama | .... | ..... | 8 | 8,872 | .... | ..... | ..... |
| Norway | .... | ..... | 27 | 40,260 | .... | ..... | ..... |
| Lithuania | .... | ..... | 1 | 2,286 | .... | ..... | ..... |
| Union of South Africa | .... | ..... | ..... | ..... | 1 | 1,680 | ..... |
| Greece | .... | ..... | ..... | ..... | 1 | 800 | ..... |
| TOTAL | 8,432 | 9,836,297 | 259,343 | 301,285,921 | 4,862 | 6,139,717 | 17,971,780 |

Source: Bureau of the Census, U. S. Dept. of Commerce.

## United States Exports

**Passenger Cars and Chassis, 1935-57**

***Includes assembled units only.***

| Year | Units | Total Value |
|---|---|---|
| 1935 | 172,572 | $ 94,510,757 |
| 1936 | 179,957 | 103,024,254 |
| 1937 | 229,486 | 134,814,725 |
| 1938 | 161,612 | 100,143,211 |
| 1939 | 137,866 | 84,658,401 |
| 1940 | 88,806 | 57,253,737 |
| 1941 | 81,746 | 60,702,648 |
| 1942 | 13,951 | 13,199,744 |
| 1943 | 2,092 | 2,424,583 |
| 1944 | 1,654 | 2,791,252 |
| 1945 | 1,206 | 1,447,376 |
| 1946* | 116,994 | 122,500,568 |
| 1947 | 266,795 | 335,330,258 |
| 1948 | 217,305 | 279,837,012 |
| 1949 | 140,211 | 205,074,032 |
| 1950 | 125,987 | 186,177,925 |
| 1951 | 223,528 | 347,384,979 |
| 1952 | 141,026 | 243,976,057 |
| 1953 | 154,459 | 276,020,378 |
| 1954 | 173,069 | 300,349,922 |
| 1955 | 211,422 | 380,370,461 |
| 1956 | 174,679 | 332,529,020 |
| 1957 | 141,381 | 299,423,859 |

* Classifications combined into one in 1946.
Source: Automotive Div., Business and Defense Service Adm., Dept. of Com., Wash., D. C.

## United States Automotive Exports—1957

| | Number | Value |
|---|---|---|
| Passenger Cars and Chassis (New) | 141,381 | $ 299,423,859 |
| Passenger Cars and Chassis (Used) | 8,698 | 7,137,998 |
| Motor Trucks and Truck Chassis: | | |
| 5,000 lbs. GVW and Under | 56,284 | 77,332,585 |
| 5,001-10,000 lbs. GVW | 36,153 | 64,954,196 |
| 10,001-14,000 lbs. GVW | 5,243 | 10,901,261 |
| 14,001-16,000 lbs. GVW | 14,505 | 31,831,271 |
| 16,001-19,500 lbs. GVW | 54,537 | 119,570,730 |
| 19,501 GVW and Over | 16,682 | 72,567,448 |
| 19,500 lbs. and Under (Diesel) | 376 | 1,010,094 |
| Over 19,500 lbs. (Diesel) | 2,305 | 28,003,215 |
| Commercial Buses (Gasoline) | 5,541 | 17,555,492 |
| Commercial Buses (Diesel) | 531 | 10,099,905 |
| Trucks, Buses and Chassis, Used | 5,156 | 7,931,542 |
| Special Purpose Commercial Vehicles | 1,659 | 11,769,935 |
| Used Special Purpose Commercial Vehicles | 291 | 767,587 |
| Commercial Trailers—5 Tons and Over | 1,774 | 8,714,632 |
| Commercial Trailers, N.E.C. | 7,261 | 11,588,160 |
| Parts for Commercial Trailers | ..... | 5,242,164 |
| ENGINES: | | |
| Diesel, For Assembly | 488 | 2,042,427 |
| Gasoline, For Assembly | 5,215 | 2,510,975 |
| Passenger Car, For Assembly | 8,866 | 1,436,827 |
| Diesel, For Replacement | 1,729 | 3,908,067 |
| Gasoline, For Replacement | 20,205 | 4,677,764 |

| BODIES: | Number | Value |
|---|---|---|
| Truck and Bus, For Assembly | 2,749 | 3,464,798 |
| Truck and Bus, For Replacement | 753 | 650,363 |
| Automobile, For Assembly | 124 | 67,490 |
| Leaf Springs and Spring Leaves, For Replacement | ..... | 3,865,706 |
| Shock Absorbers and Parts, N.E.C. | ..... | 4,155,947 |
| Motor Vehicle Instruments and Parts, N.E.C. | ..... | 1,203,551 |
| Auto Parts and Accessories, For Assembly | ..... | 220,319,634 |
| Auto Parts and Accessories, For Replacement, N.E.C. | ..... | 245,975,775 |
| Auto Heaters, Etc. and Parts, N.E.C. | ..... | 1,486,048 |
| Auto Accessories and Parts | ..... | 7,602,753 |
| Service Appliances and Parts, N.E.C. | ..... | 14,244,626 |
| Batteries—6 & 12 Voltage | 271,473 | 3,930,274 |
| Spark Plugs | 24,186,041 | 7,327,221 |
| Starting, Lighting and Ignition Equipment | ..... | 30,758,489 |
| Gas and Oil Pumps | 27,662 | 6,564,050 |
| Lubrication Equipment and Parts | ..... | 7,234,269 |
| Asbestos Clutch Facing | ..... | 1,044,234 |
| Asbestos Brake Lining, Molded | ..... | 619,483 |
| Asbestos Brake Lining, Woven | ..... | 305,180 |
| Asbestos Brake Lining Sets | ..... | 4,192,870 |
| TOTAL VALUE OF EXPORTS LISTED | | $1,365,990,895 |

Source: Bureau of the Census, U. S. Dept. of Commerce.

# PLYMOUTH...

# TODAY'S BEST BUY...

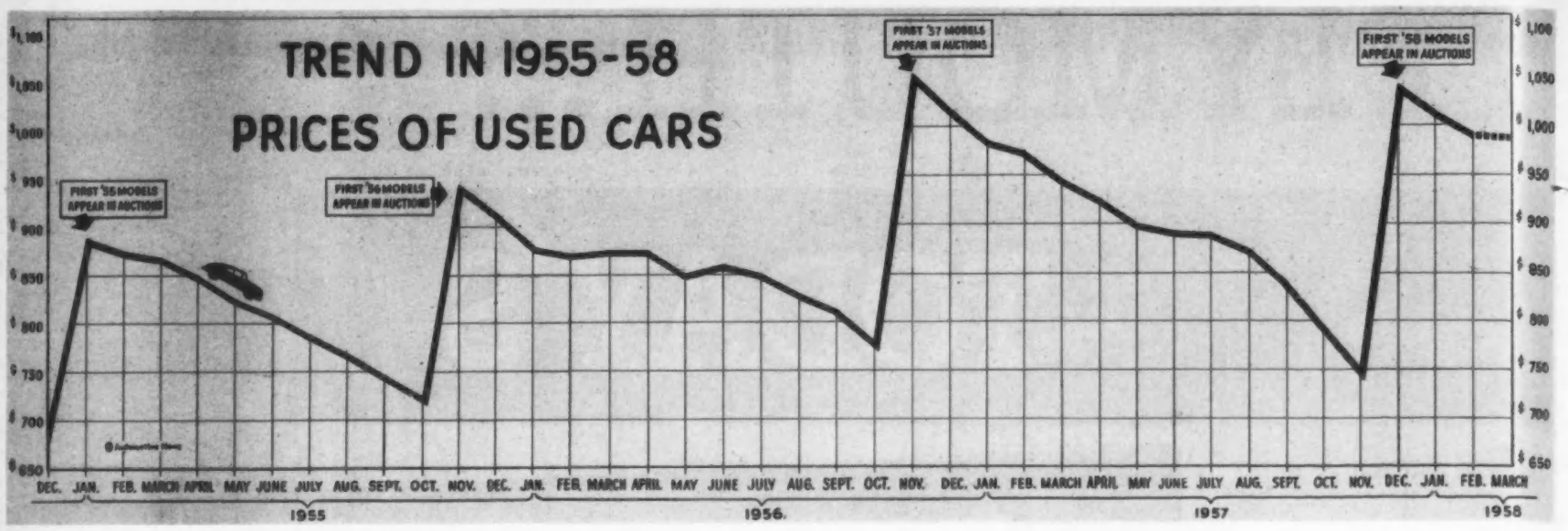
# TOMORROW'S BEST TRADE

Today's typical new-car buyers want the most for their hard-earned dollars. And Plymouth dealers can deliver just that! For the 1958 Plymouth's low price *includes* luxurious Torsion-Aire Ride and an unmatched line-up of other advanced, sales-cinching features.

These same costly-car features will help nail repeat sales for Plymouth dealers when 1958 buyers return to talk trade tomorrow. That's because Plymouth's lasting value will enable Plymouth dealers to allow more in trade—and *still* make more for themselves!

*Built-in value...built-in profit...*

Plymouth




# Diversion of Highway User Funds by States, 1924-1956

(Thousand Dollars)

| State | Sub-total 1924-1942 | 1943 | 1944 | 1945 | 1946 | 1947 | 1948 | 1949 | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | Total Diversion 1924-1956 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Alabama | $ 7,120 | $ 920 | $ 973 | $ 995 | $ 1,174 | $ 1,343 | $ 1,492 | $ 1,956 | $ 2,258 | $ 2,425 | $ 2,452 | ..... | ..... | ..... | $ 145 | $ 23,255 |
| Arizona | 668 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 668 |
| Arkansas | 936 | ..... | ..... | ..... | 55 | 45 | 194 | 216 | 494 | 548 | 1,385 | $ 1,324 | $ 1,505 | $ 1,471 | 1,687 | 9,859 |
| California | 89,764 | 16,063 | 19,211 | 7,442 | 9,502 | 31,618 | 33,142 | 38,977 | 41,488 | 53,056 | 58,953 | 67,746 | 66,720 | 76,697 | 86,711 | 697,090 |
| Colorado | 4,331 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 63 | 68 | 68 | 477 | 1,334 | 6,341 |
| Connecticut | 331 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 367 | 397 | ..... | 1,095 |
| Delaware | 3,492 | 293 | 503 | 240 | 220 | 67 | 1,042 | ..... | 1,549 | 2,784 | 3,161 | 2,657 | 2,206 | 1,685 | 3,097 | 22,996 |
| District of Columbia | 8,732 | 330 | 337 | 382 | 450 | 466 | 1,242 | 1,688 | 1,397 | 1,881 | 2,590 | 1,473 | 2,391 | 6,793 | 6,370 | 36,522 |
| Florida | 112,166 | 12,077 | 12,813 | 14,116 | 17,998 | 20,752 | 23,141 | 26,205 | 21,600 | 23,890 | 25,324 | 29,173 | 29,642 | 35,015 | 38,910 | 442,822 |
| Georgia | 55,878 | 6,622 | ..... | 3,310 | 5,820 | 13,655 | ..... | 18,030 | 22,302 | 6,645 | ..... | ..... | 9,150 | 16,218 | 19,615 | 177,245 |
| Idaho | 29 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 29 |
| Illinois | 67,975 | 4,729 | 2,700 | 2,117 | ..... | 576 | ..... | 440 | 2,670 | 1,173 | 1,243 | 1,524 | 1,425 | 562 | 459 | 87,593 |
| Indiana | 20,885 | 431 | 396 | 451 | 587 | 632 | 705 | 765 | 755 | 809 | ..... | 1,044 | 563 | 1,052 | 1,143 | 30,218 |
| Iowa | 1,105 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 1,105 |
| Kansas | 13 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 411 | 171 | 142 | 160 | 188 | 95 | 111 | 1,291 |
| Kentucky | 10,142 | 747 | 777 | 904 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 12,570 |
| Louisiana | 53,983 | 5,086 | 5,272 | ..... | 7,245 | 3,189 | 4,301 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 79,076 |
| Maine | 142 | ..... | ..... | ..... | ..... | 12 | 1 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 31 | 186 |
| Maryland | 6,995 | 395 | 357 | 395 | 1,620 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 9,762 |
| Massachusetts | 50,421 | 869 | 820 | 364 | ..... | 67 | 81 | ..... | ..... | ..... | ..... | 983 | 741 | ..... | ..... | 54,346 |
| Michigan | 2,210 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 2,210 |
| Minnesota | 1,723 | 30 | 277 | 47 | 239 | 328 | 93 | 368 | 147 | 182 | 175 | 160 | 210 | 659 | 945 | 5,583 |
| Mississippi | 268 | ..... | ..... | ..... | ..... | 23 | ..... | ..... | 105 | 80 | ..... | ..... | ..... | ..... | 788 | 1,264 |
| Missouri | 538 | 66 | 65 | 19 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 111 | ..... | 127 | 926 |
| Montana | 913 | 4 | 4 | 6 | 19 | ..... | 24 | 13 | 13 | ..... | 564 | ..... | 171 | 173 | 186 | 2,090 |
| Nebraska | 14,528 | 2,024 | 2,037 | 2,421 | 3,078 | 2,244 | ..... | 238 | ..... | 975 | ..... | 77 | ..... | ..... | ..... | 27,622 |
| Nevada | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | NONE |
| New Hampshire | 471 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 38 | ..... | ..... | ..... | ..... | 509 |
| New Jersey | 108,402 | 8,766 | 3,489 | 18,565 | 617 | 609 | 690 | 660 | 30,842 | 22,740 | 18,632 | 26,521 | 32,131 | 48,345 | 51,331 | 372,330 |
| New Mexico | 5,543 | 537 | 530 | 550 | 739 | 901 | 556 | 859 | 609 | 1,187 | 446 | 787 | 1,041 | 1,391 | 1,590 | 17,266 |
| New York | 604,612 | 33,421 | 36,095 | ..... | ..... | 36,148 | 71,444 | 27,653 | 28,915 | 77,509 | 22,541 | 89,792 | 39,140 | ..... | ..... | 1,067,270 |
| North Carolina | 12,974 | 1,064 | 948 | 1,241 | 1,674 | 1,863 | 2,010 | 2,160 | 2,232 | 2,487 | 2,651 | 2,829 | 2,927 | 3,165 | 3,543 | 43,768 |
| North Dakota | 4,468 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 75 | 4,543 |
| Ohio | 116,463 | 11,122 | 4,080 | 7,593 | 9,169 | 7,216 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 155,643 |
| Oklahoma | 28,868 | 7,091 | 7,552 | 2,370 | ..... | 6,677 | ..... | 1,311 | 4,845 | 11,670 | 9,067 | 10,842 | 9,267 | 17,026 | 15,385 | 131,971 |
| Oregon | 675 | 56 | ..... | ..... | ..... | 274 | 195 | 433 | 547 | 666 | 644 | 722 | 657 | 727 | 939 | 6,535 |
| Pennsylvania | 121,816 | 10,965 | 10,762 | 6,343 | 28 | 33 | 19 | 29 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 149,995 |
| Rhode Island | 27,084 | 3,078 | 2,684 | 2,321 | 3,371 | 4,810 | 4,023 | 4,795 | 5,176 | 5,907 | 4,826 | 4,908 | 6,279 | 4,417 | 4,523 | 88,202 |
| South Carolina | 2,938 | 376 | 519 | 562 | 677 | 737 | 822 | 896 | 2,849 | 3,839 | 1,093 | 1,136 | 1,161 | 1,194 | 1,291 | 20,090 |
| South Dakota | 10,889 | 46 | 49 | 41 | 61 | 88 | 120 | 52 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 11,346 |
| Tennessee | 42,989 | 7,112 | 4,988 | 7,808 | 6,229 | 7,318 | 5,084 | ..... | 10,115 | 5,991 | 979 | 3,562 | 11,367 | 4,815 | 15,998 | 134,355 |
| Texas | 142,985 | 11,187 | 11,938 | 13,780 | 19,442 | 24,489 | 28,601 | 26,265 | 22,693 | 24,370 | 28,867 | 30,445 | 30,283 | 38,448 | 46,068 | 499,861 |
| Utah | 690 | 462 | 200 | 666 | 637 | 301 | ..... | ..... | 544 | ..... | ..... | ..... | ..... | 46 | 74 | 3,620 |
| Vermont | 169 | 25 | 24 | 24 | 23 | 29 | 27 | 10 | 8 | 10 | 12 | 16 | ..... | 18 | 14 | 409 |
| Virginia | 253 | 83 | 36 | ..... | 77 | 73 | 132 | ..... | 477 | 292 | 309 | 306 | 309 | 311 | ..... | 2,658 |
| Washington | 10,289 | 203 | 223 | 111 | ..... | ..... | 6,092 | 7,864 | 7,527 | 10,651 | 11,681 | 10,461 | 14,078 | 15,260 | 16,942 | 111,382 |
| West Virginia | 319 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 319 |
| Wisconsin | 70,917 | 9,175 | 7,843 | 4,650 | 3,827 | 3,935 | 4,097 | 4,228 | 4,470 | 4,833 | 4,962 | 5,360 | 5,364 | 5,547 | 5,869 | 145,077 |
| Wyoming | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | NONE |
| TOTALS | $1,829,102 | $155,455 | $138,502 | $99,834 | $94,578 | $170,518 | $189,370 | $166,111 | $217,038 | $266,771 | $202,800 | $294,076 | $269,452 | $282,004 | $325,300 | $4,700,911 |

Source: NHUC Research Dept., Washington, D. C. (Feb. 1958).

# Federal-Aid Highway Funds Authorized for Fiscal Year 1959

| STATE | Primary Highway System | Secondary or Feeder Roads | Urban Highways | Interstate System | Total |
|---|---|---|---|---|---|
| Alabama | $ 8,291,003 | $ 6,447,383 | $ 2,868,230 | $ 40,674,283 | $ 58,280,899 |
| Arizona | 5,714,323 | 3,895,113 | 851,554 | 22,843,956 | 33,304,946 |
| Arkansas | 6,412,708 | 5,162,374 | 1,224,711 | 28,678,328 | 41,478,121 |
| California | 18,821,209 | 9,762,001 | 19,461,116 | 115,365,437 | 163,409,763 |
| Colorado | 7,077,248 | 4,726,766 | 1,819,524 | 27,061,176 | 40,684,714 |
| Connecticut | 2,580,202 | 1,305,938 | 4,239,983 | 19,182,475 | 27,308,598 |
| Delaware | 1,958,906 | 1,305,938 | 448,993 | 12,437,500 | 16,151,337 |
| Florida | 6,242,251 | 4,076,445 | 3,925,692 | 33,672,820 | 47,917,208 |
| Georgia | 9,420,470 | 7,237,363 | 3,190,596 | 46,002,450 | 65,850,879 |
| Idaho | 4,779,420 | 3,366,643 | 421,341 | 20,247,359 | 28,814,763 |
| Illinois | 15,191,611 | 8,247,143 | 15,310,690 | 93,684,148 | 132,433,592 |
| Indiana | 9,191,947 | 6,340,570 | 5,237,617 | 48,331,490 | 69,101,624 |
| Iowa | 9,195,034 | 6,756,810 | 2,599,100 | 40,256,100 | 58,807,044 |
| Kansas | 9,179,812 | 6,443,361 | 2,057,695 | 35,912,515 | 53,593,383 |
| Kentucky | 7,238,084 | 6,026,483 | 2,273,530 | 37,179,006 | 52,717,103 |
| Louisiana | 6,096,580 | 4,418,259 | 3,209,229 | 32,684,124 | 46,408,192 |
| Maine | 3,239,093 | 2,322,866 | 914,985 | 15,988,534 | 22,465,478 |
| Maryland | 3,626,924 | 2,222,223 | 3,715,608 | 23,993,140 | 33,557,895 |
| Massachusetts | 5,118,798 | 1,913,871 | 9,112,313 | 42,476,692 | 58,621,944 |
| Michigan | 12,404,719 | 7,567,394 | 10,189,455 | 71,935,119 | 102,096,687 |
| Minnesota | 10,082,358 | 7,126,583 | 3,565,000 | 44,969,743 | 65,743,684 |
| Mississippi | 6,885,883 | 5,775,848 | 1,212,104 | 31,536,091 | 45,409,926 |
| Missouri | 11,115,563 | 7,524,427 | 5,391,636 | 53,594,672 | 77,626,298 |
| Montana | 7,849,184 | 5,402,670 | 515,522 | 28,511,805 | 42,279,181 |
| Nebraska | 7,688,858 | 5,454,930 | 1,284,028 | 28,443,820 | 42,871,636 |
| Nevada | 4,909,104 | 3,281,450 | 166,734 | 20,744,054 | 29,101,342 |
| New Hampshire | 1,958,906 | 1,305,938 | 648,354 | 12,437,500 | 16,350,698 |
| New Jersey | $ 5,178,775 | $ 1,747,245 | $ 9,583,671 | $ 43,533,500 | $ 60,043,191 |
| New Mexico | 6,242,759 | 4,293,485 | 718,493 | 24,242,695 | 35,497,432 |
| New York | 19,086,571 | 7,729,989 | 29,262,831 | 141,868,465 | 197,947,856 |
| North Carolina | 9,685,815 | 8,309,307 | 2,813,251 | 50,501,826 | 71,310,199 |
| North Dakota | 5,462,891 | 3,985,983 | 370,191 | 21,906,852 | 31,725,917 |
| Ohio | 13,621,409 | 8,265,490 | 12,669,033 | 84,782,627 | 119,338,559 |
| Oklahoma | 8,326,529 | 5,971,622 | 2,391,861 | 35,703,949 | 52,393,961 |
| Oregon | 6,518,788 | 4,565,092 | 1,755,480 | 26,814,715 | 39,654,075 |
| Pennsylvania | 15,827,490 | 9,425,758 | 16,573,922 | 106,408,878 | 148,236,048 |
| Rhode Island | 1,958,906 | 1,305,938 | 1,565,048 | 12,437,500 | 17,267,392 |
| South Carolina | 5,194,030 | 4,328,343 | 1,505,993 | 26,717,485 | 37,745,851 |
| South Dakota | 5,940,580 | 4,256,532 | 425,224 | 23,170,497 | 33,792,833 |
| Tennessee | 8,350,246 | 6,540,024 | 3,165,832 | 42,201,800 | 60,257,902 |
| Texas | 25,443,547 | 17,034,541 | 10,488,168 | 115,010,749 | 167,977,005 |
| Utah | 4,417,613 | 2,921,387 | 927,667 | 19,336,422 | 27,603,089 |
| Vermont | 1,958,906 | 1,305,938 | 340,884 | 12,437,500 | 16,043,228 |
| Virginia | 7,450,792 | 5,803,234 | 3,413,957 | 40,064,556 | 56,732,539 |
| Washington | 6,583,128 | 4,396,613 | 3,303,373 | 32,152,550 | 46,435,664 |
| West Virginia | 4,260,923 | 3,726,717 | 1,424,824 | 23,591,427 | 33,003,891 |
| Wisconsin | 9,135,036 | 6,381,210 | 4,287,084 | 45,192,836 | 64,996,166 |
| Wyoming | 4,900,117 | 3,321,518 | 238,043 | 20,641,064 | 29,100,742 |
| Hawaii | 1,958,906 | 1,305,938 | 736,190 | ..... | 4,001,034 |
| District of Columbia | 1,958,906 | 1,305,938 | 1,891,351 | 12,437,500 | 17,593,695 |
| Puerto Rico | 2,056,451 | 2,153,390 | 1,881,847 | ..... | 6,091,688 |
| Alaska | 7,991,938 | 5,389,478 | 66,692 | ..... | 13,448,108 |
| TOTAL | $393,750,000 | $262,500,000 | $218,750,000 | $2,000,000,000 | $2,875,000,000 |

Source: National Highway Users Conference

# Saves Time... Saves Money Saves Valuable Manpower!

THE NEW

WALKER NO. 48

# Uni-Cradle

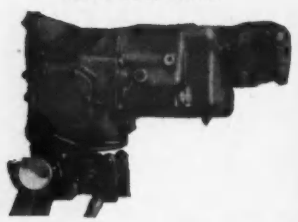
FOR USE UNDER LIFTS

HANDLES ALL AUTOMATIC TRANSMISSIONS INCLUDING CHEVROLET "POWERGLIDE"

**UNIVERSAL LIFTING HEAD ASSEMBLY**

The "All-Transmission" lifting head is furnished with a complete set of specially designed pick-up blades for each type of automatic transmission. No makeshifts.

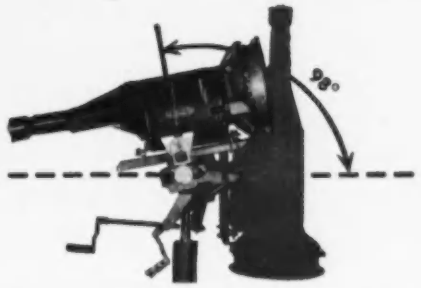
**CHEVROLET "POWERGLIDE" ADAPTOR HEAD**



Each Walker Uni-Cradle is equipped with a special, quickly attached adaptor head which bolts directly to the transmission for servicing Chevrolet "Powerglide" units.

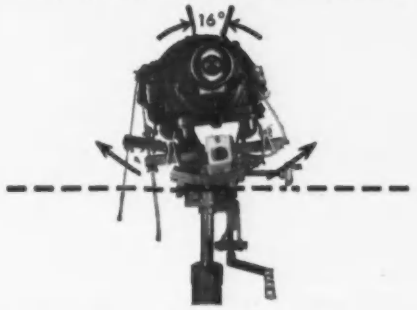
WALKER No. 700 "Hi-Boy" makes ideal engine support

**It Tilts the Transmission Through a 98° Arc for Easier Removal and Installation**




To meet all requirements for the service of all transmissions, the Walker Uni-Cradle has a tilting range from 80° forward, necessary for the removal of the Chevrolet "Powerglide," to 18° backward—often required for proper alignment.

**It "Axis-Rotates" the Transmission for Accurate, More Positive Alignment**




Quick, perfect alignment of the locating dowels and bolt holes on the bell housing is easy with the Uni-Cradle's unique 16° rotating movement "Axis-Centered" on the transmission itself. Saves readjustments.

## ASK YOUR WALKER JOBBER FOR A DEMONSTRATION OF THESE

## Exclusive Uni-Cradle Features

- "AXIS-CENTER" ROTATION
- 98° TILTING ARC
- "BOMB-SIGHT" CONTROLS
- "ALL-TRANSMISSION" CRADLE

● The new Walker No. 48 hydraulically-operated pedestal type Uni-Cradle is the finest answer to fast . . . safe . . . efficient automatic transmission service. Developed in cooperation with car factory service managers, it combines *all* movements and controls necessary for under-lift servicing of all automatic transmissions—including Chevrolet "Powerglide."

It raises and lowers the transmission hydraulically over a range of 48" to 76 5/8". "Bomb-Sight" mechanical controls accurately tilt and "Axis-Rotate" the unit for ease of removal, alignment and installation.

Actual tests of thousands of Walker Uni-Cradles now in use show amazing savings in time and labor under normal service conditions because the Walker Uni-Cradle makes automatic transmission removal and installation a safe, one-man job. No handling of the transmission itself is ever necessary.

Prove it to yourself . . . ask your Walker jobber salesman for a Uni-Cradle demonstration . . . either on the floor or under a lift. There is a Walker Uni-Cradle for every service requirement.

The dependable Walker automatic transmission jack designed especially for floor-service use . . .

WALKER NO. 44

## Uni-Cradle

Here is the service floor version of the hydraulic pedestal type Uni-Cradle with all the same outstanding, time-saving features. The No. 44 is only 16" high (lowered) with a power raise of 17 7/8". Forward tilting range is 75°, backward to 17 1/2°. "Axis-Center" rotation, 16°.

WALKER MARKETING CORPORATION
*a subsidiary of*
**WALKER MANUFACTURING CO. OF WISCONSIN**
**RACINE, WISCONSIN**
*Exhaust Silencers • Oil Filters • Jacks*

GET IT FROM YOUR JOBBER

**WALKER LEADS IN JACKS**

# Franchised New-Car Dealers in the U. S.

## By State and Make

*(As of February 1, 1958)*

| STATE | Total All Makes | Buick | Cad. | Chev. | Chrys. | DeSoto | Dodge | Ford | Hudson | K-F | L-M | Nash | Olds. | Pack. | Pont. | Studs. | Willys | Foreign |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Alabama | 487 | 38 | 20 | 101 | 28 | 20 | 46 | 96 | 10 | 15 | 33 | 14 | 58 | 6 | 58 | 17 | 7 | 3 |
| Arizona | 199 | 20 | 10 | 34 | 11 | 9 | 23 | 31 | 3 | 9 | 20 | 7 | 20 | 5 | 19 | 14 | 14 | 11 |
| Arkansas | 496 | 37 | 21 | 95 | 29 | 27 | 55 | 102 | 10 | 6 | 32 | 9 | 54 | 13 | 40 | 30 | 11 | 3 |
| California | 2,181 | 171 | 93 | 284 | 136 | 126 | 191 | 280 | 66 | 74 | 160 | 73 | 179 | 80 | 171 | 102 | 110 | 392 |
| Colorado | 455 | 42 | 27 | 87 | 37 | 18 | 49 | 76 | 20 | 13 | 39 | 19 | 43 | 14 | 38 | 17 | 43 | 7 |
| Connecticut | 537 | 45 | 22 | 77 | 35 | 31 | 42 | 60 | 30 | 23 | 28 | 21 | 34 | 22 | 45 | 35 | 17 | 37 |
| Delaware | 97 | 7 | 2 | 17 | 5 | 6 | 9 | 14 | 1 | 7 | 7 | 4 | 8 | 2 | 11 | 4 | 2 | 3 |
| District of Columbia | 71 | 4 | 1 | 6 | 4 | 5 | 6 | 12 | 5 | 5 | 4 | 3 | 4 | 2 | 6 | 2 | 3 | 10 |
| Florida | 708 | 56 | 31 | 101 | 37 | 37 | 68 | 105 | 24 | 25 | 49 | 31 | 68 | 29 | 61 | 36 | 38 | 47 |
| Georgia | 694 | 60 | 32 | 139 | 53 | 30 | 74 | 137 | 7 | 19 | 65 | 15 | 90 | 13 | 87 | 24 | 7 | 11 |
| Idaho | 318 | 32 | 19 | 50 | 14 | 24 | 37 | 46 | 15 | 8 | 24 | 15 | 34 | 11 | 29 | 24 | 28 | 5 |
| Illinois | 2,311 | 223 | 92 | 416 | 158 | 132 | 200 | 401 | 74 | 115 | 167 | 108 | 204 | 81 | 195 | 114 | 67 | 40 |
| Indiana | 1,217 | 108 | 53 | 228 | 93 | 72 | 97 | 211 | 42 | 47 | 74 | 37 | 110 | 69 | 106 | 77 | 23 | 12 |
| Iowa | 1,235 | 121 | 62 | 297 | 90 | 64 | 119 | 264 | 37 | 41 | 106 | 38 | 118 | 47 | 124 | 53 | 8 | 10 |
| Kansas | 932 | 86 | 52 | 204 | 59 | 38 | 85 | 173 | 37 | 21 | 69 | 33 | 97 | 29 | 90 | 36 | 28 | 12 |
| Kentucky | 676 | 67 | 29 | 136 | 46 | 38 | 79 | 125 | 18 | 19 | 46 | 14 | 67 | 12 | 74 | 23 | 24 | 3 |
| Louisiana | 518 | 39 | 22 | 92 | 34 | 26 | 58 | 95 | 11 | 21 | 44 | 13 | 49 | 20 | 54 | 26 | 17 | 6 |
| Maine | 325 | 27 | 14 | 60 | 18 | 15 | 31 | 64 | 13 | 18 | 21 | 12 | 22 | 9 | 30 | 16 | 14 | 14 |
| Maryland | 433 | 29 | 12 | 68 | 38 | 30 | 40 | 68 | 10 | 19 | 31 | 21 | 39 | 22 | 36 | 29 | 13 | 13 |
| Massachusetts | 1,076 | 83 | 48 | 154 | 88 | 67 | 90 | 143 | 51 | 64 | 65 | 52 | 87 | 33 | 106 | 41 | 27 | 44 |
| Michigan | 1,650 | 150 | 78 | 292 | 111 | 100 | 140 | 290 | 55 | 77 | 118 | 88 | 176 | 56 | 172 | 63 | 61 | 42 |
| Minnesota | 1,293 | 126 | 31 | 293 | 94 | 68 | 125 | 268 | 40 | 53 | 96 | 69 | 131 | 37 | 109 | 59 | 30 | 22 |
| Mississippi | 560 | 44 | 18 | 117 | 39 | 30 | 48 | 107 | 11 | 16 | 35 | 7 | 44 | 12 | 52 | 27 | 8 | 3 |
| Missouri | 1,103 | 90 | 48 | 232 | 72 | 66 | 90 | 213 | 15 | 32 | 80 | 36 | 107 | 30 | 109 | 45 | 15 | 19 |
| Montana | 417 | 34 | 23 | 90 | 24 | 16 | 48 | 72 | 16 | 16 | 37 | 23 | 37 | 17 | 34 | 22 | 20 | 15 |
| Nebraska | 639 | 65 | 31 | 140 | 47 | 25 | 63 | 141 | 17 | 42 | 60 | 13 | 55 | 22 | 71 | 32 | 29 | 4 |
| Nevada | 87 | 8 | 4 | 15 | 3 | 5 | 8 | 14 | 3 | 2 | 6 | 2 | 6 | 4 | 7 | 6 | 2 | 9 |
| New Hampshire | 268 | 19 | 11 | 53 | 15 | 9 | 25 | 50 | 12 | 13 | 12 | 13 | 19 | 9 | 22 | 13 | 15 | 10 |
| New Jersey | 1,142 | 75 | 41 | 139 | 97 | 82 | 101 | 134 | 47 | 40 | 60 | 57 | 86 | 51 | 84 | 64 | 48 | 40 |
| New Mexico | 221 | 23 | 16 | 41 | 15 | 10 | 20 | 33 | 6 | 5 | 23 | 5 | 23 | 8 | 22 | 11 | 14 | 4 |
| New York | 2,566 | 177 | 85 | 362 | 180 | 149 | 235 | 364 | 116 | 142 | 156 | 147 | 214 | 135 | 226 | 152 | 89 | 201 |
| North Carolina | 925 | 88 | 47 | 165 | 64 | 54 | 90 | 173 | 19 | 26 | 71 | 29 | 84 | 28 | 103 | 43 | 34 | 14 |
| North Dakota | 478 | 35 | 10 | 123 | 34 | 33 | 45 | 91 | 11 | 25 | 14 | 12 | 47 | 6 | 30 | 23 | 13 | 2 |
| Ohio | 2,066 | 183 | 77 | 360 | 150 | 145 | 185 | 342 | 67 | 71 | 147 | 109 | 187 | 96 | 200 | 105 | 52 | 40 |
| Oklahoma | 811 | 75 | 38 | 177 | 41 | 39 | 65 | 163 | 14 | 18 | 53 | 15 | 86 | 23 | 93 | 31 | 18 | 18 |
| Oregon | 525 | 48 | 24 | 96 | 25 | 30 | 50 | 76 | 17 | 19 | 49 | 32 | 45 | 19 | 43 | 29 | 33 | 46 |
| Pennsylvania | 2,654 | 216 | 97 | 410 | 229 | 185 | 246 | 370 | 105 | 163 | 157 | 106 | 236 | 86 | 235 | 125 | 86 | 41 |
| Rhode Island | 165 | 12 | 4 | 19 | 14 | 10 | 12 | 19 | 11 | 11 | 9 | 12 | 14 | 4 | 14 | 9 | 6 | 8 |
| South Carolina | 396 | 35 | 14 | 86 | 24 | 21 | 37 | 76 | 4 | 11 | 20 | 10 | 20 | 4 | 35 | 15 | 4 | 4 |
| South Dakota | 426 | 36 | 13 | 96 | 32 | 30 | 38 | 95 | 12 | 14 | 28 | 20 | 34 | 22 | 34 | 25 | 19 | 2 |
| Tennessee | 487 | 45 | 23 | 98 | 30 | 28 | 42 | 89 | 17 | 21 | 30 | 10 | 43 | 12 | 42 | 22 | 16 | 6 |
| Texas | 2,383 | 212 | 106 | 459 | 158 | 119 | 217 | 431 | 40 | 46 | 193 | 63 | 225 | 56 | 248 | 105 | 55 | 32 |
| Utah | 219 | 25 | 15 | 34 | 18 | 18 | 18 | 35 | 10 | 10 | 23 | 10 | 20 | 8 | 27 | 11 | 20 | 8 |
| Vermont | 197 | 9 | 10 | 37 | 16 | 11 | 11 | 34 | 5 | 11 | 12 | 11 | 13 | 6 | 17 | 11 | 13 | 18 |
| Virginia | 892 | 65 | 32 | 148 | 77 | 54 | 93 | 160 | 28 | 34 | 59 | 33 | 82 | 37 | 81 | 47 | 44 | 37 |
| Washington | 625 | 42 | 20 | 102 | 39 | 37 | 61 | 93 | 28 | 31 | 32 | 30 | 47 | 18 | 53 | 29 | 32 | 45 |
| West Virginia | 522 | 36 | 17 | 93 | 47 | 26 | 51 | 87 | 21 | 23 | 39 | 13 | 43 | 29 | 52 | 28 | 37 | 14 |
| Wisconsin | 1,432 | 142 | 51 | 316 | 83 | 63 | 132 | 292 | 47 | 62 | 84 | 84 | 128 | 66 | 140 | 66 | 35 | 27 |
| Wyoming | 196 | 22 | 15 | 39 | 9 | 13 | 17 | 32 | 10 | 5 | 21 | 9 | 22 | 7 | 16 | 9 | 19 | 2 |
| U. S. TOTAL | 40,311* | 3,432 | 1,661 | 7,287 | 2,800 | 2,291 | 3,712 | 6,847 | 1,288 | 1,608 | 2,808 | 1,607 | 3,659 | 1,427 | 3,751 | 1,947 | 1,368 | 1,416 |

*Note: Under "All Makes," dual franchises are listed as one.

Source: R. L. Polk & Co.

# New-Car Stocks

## *In Field, In Transit*

(Compiled by Automotive News)

| Period Ending | Cars In Field Stocks† | Cars In Transit to Dealers | Dealers Total Potential Inventory Stocks |
|---|---|---|---|
| Jan. 1, '50 | 251,754 | 188,500 | 440,254 |
| Apr. 1, '50 | 276,136 | 158,000 | 434,136 |
| July 1, '50 | 311,064 | 167,500 | 478,564 |
| Oct. 1, '50 | 208,367 | 157,800 | 366,167 |
| Jan. 1, '51 | 305,888 | 89,900 | 404,788 |
| Apr. 1, '51 | 406,541 | 138,500 | 545,041 |
| July 1, '51 | 357,606 | 90,700 | 448,306 |
| Oct. 1, '51 | 250,762 | 79,500 | 330,262 |
| Jan. 1, '52 | 224,968 | 31,000 | 255,968 |
| Apr. 1, '52 | 213,391 | 83,000 | 296,391 |
| July 1, '52 | 193,462 | 84,500 | 277,962 |
| Oct. 1, '52 | 233,556 | 89,000 | 322,556 |
| Jan. 1, '53 | 291,671 | 83,300 | 374,971 |
| Feb. 1, '53 | 324,835 | 86,600 | 412,035 |
| Mar. 1, '53 | 389,011 | 87,200 | 476,211 |
| Apr. 1, '53 | 445,882 | 89,300 | 535,182 |
| May 1, '53 | 490,381 | 97,700 | 588,081 |
| June 1, '53 | 463,546 | 73,500 | 537,046 |
| July 1, '53 | 479,698 | 82,800 | 562,498 |
| Aug. 1, '53 | 517,119 | 82,200 | 599,319 |
| Sept. 1, '53 | 514,569 | 74,500 | 589,069 |
| Oct. 1, '53 | 519,037 | 60,900 | 579,937 |
| Nov. 1, '53 | 538,687 | 68,300 | 606,987 |
| Dec. 1, '53 | 430,876 | 29,000 | 459,876 |
| Jan. 1, '54 | 428,125 | 36,600 | 464,725 |
| Apr. 1, '54 | 541,911 | 64,000 | 605,911 |
| July 1, '54 | 445,665 | 62,500 | 508,165 |
| Oct. 1, '54 | 267,469 | 29,000 | 296,469 |
| Jan. 1, '55 | 293,881 | 68,500 | 362,381 |
| Feb. 1, '55 | 373,573 | 89,100 | 462,673 |
| Mar. 1, '55 | 467,655 | 95,000 | 562,655 |
| Apr. 1, '55 | 544,028 | 99,500 | 643,528 |
| May 1, '55 | 660,341 | 102,700 | 763,041 |
| June 1, '55 | 755,488 | 93,000 | 848,488 |
| July 1, '55 | 736,591 | 77,000 | 813,591 |
| Aug. 1, '55 | 735,447 | 71,500 | 806,947 |
| Sept. 1, '55 | 675,964 | 37,300 | 713,264 |
| Oct. 1, '55 | 489,475 | 48,900 | 538,375 |
| Nov. 1, '55 | 487,668 | 87,600 | 575,268 |
| Dec. 1, '55 | 645,707 | 77,400 | 723,107 |
| Jan. 1, '56 | 755,177 | 53,300 | 808,477 |
| Feb. 1, '56 | 801,499 | 68,900 | 870,399 |
| Mar. 1, '56 | 840,089 | 63,700 | 903,789 |
| Apr. 1, '56 | 827,977 | 68,100 | 898,069 |
| May 1, '56 | 846,285 | 56,300 | 902,585 |
| June 1, '56 | 746,012 | 52,890 | 798,902 |
| July 1, '56 | 613,451 | 50,568 | 679,596 |
| Aug. 1, '56 | 551,081 | 53,026 | 588,172 |
| Sept. 1, '56 | 456,013 | 48,382 | 504,395 |
| Oct. 1, '56 | 288,103 | 25,900 | 314,003 |
| Nov. 1, '56 | 212,967 | 65,008 | 277,975 |
| Dec. 1, '56 | 318,587 | 79,656 | 398,243 |
| Jan. 1, '57 | 461,850 | 50,168 | 512,018 |
| Feb. 1, '57 | 561,934 | 68,100 | 630,034 |
| Mar. 1, '57 | 664,608 | 68,400 | 733,008 |
| Apr. 1, '57 | 682,790 | 63,125 | 745,915 |
| May 1, '57 | 677,705 | 59,500 | 737,205 |
| June 1, '57 | 724,329 | 63,420 | 787,749 |
| July 1, '57 | 682,121 | 63,090 | 745,211 |
| Aug. 1, '57 | 645,445 | 59,300 | 704,745 |
| Sept. 1, '57 | 684,484 | 45,052 | 729,536 |
| Oct. 1, '57 | 547,549 | 25,085 | 572,634 |
| Nov. 1, '57 | 380,740 | 68,300 | 449,040 |
| Dec. 1, '57 | 460,149 | 71,800 | 531,949 |
| Jan. 1, '58 | 597,208 | 55,000 | 652,208 |
| Feb. 1, '58 | 725,003 | 54,100 | *779,103 |
| Mar. 1, '58 | 825,771 | 44,000 | 863,771 |

† Field stocks include cars actually at dealerships, those warehoused by dealers and factories, and demonstrators.

* Revised.

# Franchised Truck Dealers in the U. S.

## By State and Make

*(As of February 1, 1958)*

| State | All Makes | Chevrolet | Dodge | Ford | Studebaker | Exclusive Truck Dealers |
|---|---|---|---|---|---|---|
| Alabama | 391 | 101 | 46 | 96 | 17 | 131 |
| Arizona | 174 | 34 | 23 | 31 | 14 | 72 |
| Arkansas | 429 | 95 | 55 | 102 | 30 | 147 |
| California | 1,494 | 284 | 191 | 280 | 102 | 637 |
| Colorado | 400 | 87 | 49 | 76 | 17 | 171 |
| Connecticut | 340 | 77 | 42 | 60 | 35 | 126 |
| Delaware | 61 | 17 | 9 | 14 | 4 | 17 |
| D. of C. | 39 | 6 | 6 | 12 | 2 | 13 |
| Florida | 471 | 101 | 68 | 105 | 36 | 161 |
| Georgia | 518 | 139 | 74 | 137 | 24 | 144 |
| Idaho | 268 | 50 | 37 | 46 | 24 | 111 |
| Illinois | 1,706 | 416 | 200 | 401 | 114 | 575 |
| Indiana | 900 | 228 | 97 | 211 | 77 | 287 |
| Iowa | 1,085 | 297 | 119 | 264 | 53 | 352 |
| Kansas | 795 | 204 | 85 | 173 | 36 | 297 |
| Kentucky | 520 | 136 | 79 | 125 | 23 | 157 |
| Louisiana | 420 | 92 | 58 | 95 | 26 | 149 |
| Maine | 243 | 60 | 31 | 64 | 16 | 72 |
| Maryland | 295 | 68 | 40 | 68 | 29 | 90 |
| Massachusetts | 521 | 154 | 90 | 143 | 41 | 93 |
| Michigan | 1,096 | 292 | 140 | 290 | 63 | 311 |
| Minnesota | 1,115 | 293 | 125 | 268 | 59 | 370 |
| Mississippi | 397 | 117 | 48 | 107 | 27 | 98 |
| Missouri | 851 | 232 | 90 | 213 | 45 | 271 |
| Montana | 410 | 90 | 48 | 72 | 22 | 178 |
| Nebraska | 633 | 140 | 63 | 141 | 32 | 257 |
| Nevada | 62 | 15 | 8 | 14 | 6 | 19 |
| New Hampshire | 208 | 53 | 25 | 50 | 13 | 67 |
| New Jersey | 641 | 139 | 101 | 134 | 64 | 203 |
| New Mexico | 166 | 41 | 20 | 33 | 11 | 61 |
| New York | 1,657 | 362 | 235 | 364 | 152 | 544 |
| North Carolina | 687 | 165 | 90 | 173 | 43 | 216 |
| North Dakota | 480 | 123 | 45 | 91 | 23 | 198 |
| Ohio | 1,392 | 369 | 185 | 342 | 105 | 391 |
| Oklahoma | 667 | 177 | 65 | 163 | 31 | 231 |
| Oregon | 418 | 96 | 50 | 76 | 29 | 167 |
| Pennsylvania | 1,693 | 410 | 246 | 370 | 125 | 542 |
| Rhode Island | 92 | 19 | 12 | 19 | 9 | 33 |
| South Carolina | 262 | 86 | 37 | 76 | 15 | 48 |
| South Dakota | 417 | 96 | 38 | 95 | 25 | 163 |
| Tennessee | 337 | 98 | 42 | 89 | 22 | 86 |
| Texas | 1,730 | 459 | 217 | 431 | 105 | 518 |
| Utah | 187 | 34 | 18 | 35 | 11 | 89 |
| Vermont | 155 | 37 | 11 | 34 | 11 | 62 |
| Virginia | 677 | 148 | 93 | 160 | 47 | 229 |
| Washington | 494 | 102 | 61 | 93 | 29 | 209 |
| West Virginia | 407 | 93 | 51 | 87 | 28 | 148 |
| Wisconsin | 1,170 | 316 | 132 | 292 | 66 | 364 |
| Wyoming | 187 | 39 | 17 | 32 | 9 | 90 |
| U. S. TOTALS | 29,758 | 7,287 | 3,712 | 6,847 | 1,947 | 9,965 |

Source: R. L. Polk & Co.

*Items Per Repair Order . . .*

# Auto Dealer Service Volume, 1944-'57

| | '44 | '45 | '46 | '47 | '48 | '49 | '50 | '51 | '52 | '53 | '54 | '55 | '56 | '57 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Lubrications | 21.4 | 19.5 | 18. | 23. | 27.6 | 30.5 | 32.5 | 27.7 | 25.7 | 27.0 | 32.6 | 31.91 | 30.48 | 28.04 |
| Oil Changes | 15. | 14.5 | 13.5 | 17.2 | 20.5 | 22.3 | 23.4 | 20.7 | 19.4 | 20.7 | 25.2 | 24.95 | 23.18 | 23.19 |
| Wash-Polish | 5.4 | 6.3 | 5.4 | 9.5 | 10.4 | 10. | 9.8 | 7.6 | 6.5 | 6.6 | 7.9 | 7.66 | 7.24 | 6.49 |
| Minor Motor | 51.5 | 47. | 47.5 | 47.4 | 47.9 | 47.3 | 45.2 | 39.5 | 38.9 | 39.6 | 46.3 | 44.51 | 43.85 | 45.11 |
| Major Motor | 14.8 | 18.9 | 16.6 | 15.5 | 14.1 | 9. | 7.2 | 6.5 | 7.0 | 7.6 | 9.1 | 8.36 | 9.16 | 9.12 |
| Brake Work | 13.7 | 15.9 | 14. | 13.2 | 13.6 | 12.4 | 12.2 | 11.1 | 10.9 | 11.4 | 13.4 | 13.40 | 14.53 | 13.70 |
| Chassis | 18.4 | 19. | 18.4 | 17.3 | 17.9 | 17.5 | 17.4 | 16.5 | 16.8 | 17.7 | 20.4 | 21.28 | 23.43 | 25.27 |
| Body and Paint | 11.5 | 12.7 | 12.2 | 12.5 | 13.2 | 12.8 | 12.3 | 10.5 | 9.7 | 10.7 | 12.2 | 12.60 | 13.01 | 12.73 |
| Per Repair Order | 1.51 | 1.53 | 1.45 | 1.55 | 1.65 | 1.61 | 1.60 | 1.40 | 1.35 | 1.50 | 1.67 | 1.73 | 1.70 | 1.68 |

A breakdown by departments of franchised car and truck dealer service from an analysis of over a million and one-half repair orders monthly.

(Courtesy John E. Wolf Co.)

# Monthly Dealer Service Departmental Averages

*Kind of service bought, percentagewise, to total repair orders written for 1957.*

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | Year |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Lubrication | 28.06 | 27.94 | 30.05 | 29.54 | 31.00 | 30.36 | 30.36 | 29.54 | 28.72 | 27.90 | 27.45 | 26.54 | 28.04 |
| Oil Changes | 22.50 | 22.33 | 23.27 | 23.27 | 24.72 | 24.54 | 25.81 | 23.54 | 23.09 | 22.45 | 21.81 | 20.90 | 23.19 |
| Wash-Polish | 7.66 | 7.22 | 8.38 | 6.82 | 7.00 | 6.18 | 5.90 | 5.63 | 5.45 | 5.90 | 5.72 | 6.09 | 6.49 |
| Minor Motor Work | 46.83 | 47.38 | 47.38 | 44.09 | 43.81 | 42.54 | 43.09 | 42.54 | 42.72 | 44.90 | 48.00 | 48.00 | 45.11 |
| Major Motor Work | 9.61 | 9.11 | 9.27 | 9.09 | 8.90 | 9.18 | 8.54 | 8.81 | 8.27 | 9.45 | 9.54 | 9.63 | 9.12 |
| Brakes | 12.44 | 11.55 | 13.05 | 14.63 | 15.45 | 15.45 | 14.81 | 14.27 | 14.09 | 13.45 | 12.63 | 12.63 | 13.70 |
| Chassis | 20.88 | 19.72 | 22.83 | 24.90 | 26.90 | 28.54 | 27.27 | 27.81 | 27.00 | 26.00 | 25.63 | 25.36 | 25.27 |
| Body | 12.00 | 11.77 | 12.44 | 12.63 | 12.45 | 12.90 | 13.18 | 13.18 | 13.63 | 13.63 | 12.27 | 12.63 | 12.73 |
| Miscellaneous | 10.94 | 10.66 | 9.72 | 10.09 | 11.72 | 10.27 | 10.18 | 10.72 | 9.09 | 9.90 | 11.36 | 10.45 | 10.42 |
| Average Operation Per Repair Order | 1.64 | 1.64 | 1.68 | 1.70 | 1.73 | 1.75 | 1.72 | 1.62 | 1.68 | 1.69 | 1.69 | 1.66 | 1.68 |

Courtesy—John E. Wolfe Co., Oklahoma City

# Auto Dealer Failures

(1934-1957)

| Year | Number | Liabilities | Year | Number | Liabilities |
|---|---|---|---|---|---|
| 1934 | 146 | $ 6,361,000 | 1946 | 9 | 502,000 |
| 1935 | 141 | 3,299,000 | 1947 | 23 | 1,071,000 |
| 1936 | 132 | 2,651,000 | 1948 | 27 | 3,746,000 |
| 1937 | 171 | 3,642,000 | 1949 | 174 | 5,596,000 |
| 1938 | 323 | 7,609,000 | 1950 | 110 | 3,417,000 |
| 1939 | 185 | 3,205,000 | 1951 | 80 | 2,881,000 |
| 1940 | 146 | 2,258,000 | 1952 | 88 | 3,577,000 |
| 1941 | 151 | 2,060,000 | 1953 | 219 | 13,118,000 |
| 1942 | 144 | 2,293,000 | 1954 | 246 | 15,246,000 |
| 1943 | 23 | 348,000 | 1955 | 151 | 7,343,000 |
| 1944 | 11 | 164,000 | 1956 | 211 | 14,788,000 |
| 1945 | 8 | 402,000 | 1957 | 233 | 12,988,000 |

Source: Dun & Bradstreet, Inc. This record includes those businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure, or attachment; voluntarily withdrew leaving unpaid obligations; were involved in court actions such as receivership, reorganization, or arrangement; or voluntarily compromised with creditors.

# CAR OPERATING COSTS

## *February, 1958*

| Variable Costs | Average Per Mile |
|---|---|
| Gasoline and Oil | 2.39 Cents |
| Maintenance | .79 |
| Tires | .59 |
| Total | 3.77 Cents |

| Fixed Costs | Annual |
|---|---|
| Fire & Theft Insurance | $ 21.37 |
| Property Damage & Liability ($25,000 and $50,000) | 95.35 |
| License Fees | 19.16 |
| Depreciation | 565.42 |
| Total | $701.30 |

(or $1.92 a day)

# Cost of Operating Cars in Various Areas

*(For 1957 Cars)*

| Name City (Basing Point) | Fixed Allow. Per Day | Total Per Mile Allow. (in Cents) | *Depre. Adj. Per 1,000 Miles |
|---|---|---|---|
| Portland, Oregon | $1.90 | 3.90 | $12.80 |
| San Francisco, California | 2.16 | 3.75 | 13.20 |
| Spokane, Washington | 1.97 | 4.25 | 13.20 |
| Sacramento, California | 2.01 | 4.05 | 13.20 |
| Boise, Idaho | 1.86 | 4.25 | 12.80 |
| Tucson, Arizona | 1.90 | 4.15 | 13.05 |
| Butte, Montana | 1.85 | 4.35 | 12.95 |
| Denver, Colorado | 1.88 | 4.15 | 13.05 |
| Las Vegas, New Mexico | 1.91 | 4.20 | 12.95 |
| El Paso, Texas | 1.84 | 4.00 | 12.95 |
| Omaha, Nebraska | 1.81 | 4.00 | 12.75 |
| Dodge City, Kansas | 1.82 | 3.80 | 13.05 |
| Corpus Christi, Texas | 1.83 | 3.90 | 12.95 |
| Duluth, Minnesota | 1.90 | 3.70 | 12.65 |
| Des Moines, Iowa | 1.86 | 3.40 | 12.90 |
| Kansas City, Missouri | 1.94 | 3.45 | 12.95 |
| Joplin, Missouri | 1.92 | 3.80 | 13.05 |
| St. Louis, Missouri | 1.98 | 3.50 | 12.85 |
| Tulsa, Oklahoma | 2.06 | 3.65 | 13.05 |
| Fort Smith, Arkansas | 1.90 | 4.00 | 13.20 |
| Houston, Texas | 1.87 | 3.55 | 12.95 |
| Jackson, Mississippi | 1.92 | 4.05 | 13.20 |
| New Orleans, Louisiana | 1.84 | 4.00 | 13.05 |
| Chicago, Illinois | 2.08 | 3.45 | 12.85 |
| Milwaukee, Wisconsin | 1.86 | 3.50 | 12.45 |
| Louisville, Kentucky | 1.86 | 3.65 | 12.90 |
| Nashville, Tennessee | 1.85 | 3.70 | 13.00 |
| Birmingham, Alabama | 1.77 | 3.80 | 12.85 |
| Traverse City, Michigan | 1.75 | 3.70 | 12.80 |
| Youngstown, Ohio | 1.89 | 3.35 | 12.80 |
| Syracuse, New York | 1.89 | 3.65 | 12.50 |
| Elmira, New York | 1.87 | 3.45 | 12.60 |
| Pittsburgh, Pennsylvania | 1.89 | 3.55 | 12.85 |
| Williamson, West Virginia | 1.83 | 4.05 | 12.80 |
| Chattanooga, Tennessee | 1.93 | 4.00 | 13.05 |
| Saratoga Springs, New York | 2.17 | 3.70 | 12.60 |
| New York, New York | 2.28 | 3.40 | 13.05 |
| Chelsea, Massachusetts | 2.16 | 3.20 | 12.70 |
| Bayonne, New Jersey | 2.02 | 3.35 | 12.65 |
| Norfolk, Virginia | 1.77 | 3.55 | 12.75 |
| Charleston, South Carolina | 1.92 | 3.55 | 13.20 |
| Miami, Florida | 1.96 | 3.70 | 12.95 |
| AVERAGE 42 TERRITORIES | $1.92 | 4.25 | $12.90 |

* Applies to mileage in excess of 18,000 annually only. Source: American Automobile Assn.

## Dealer Totals

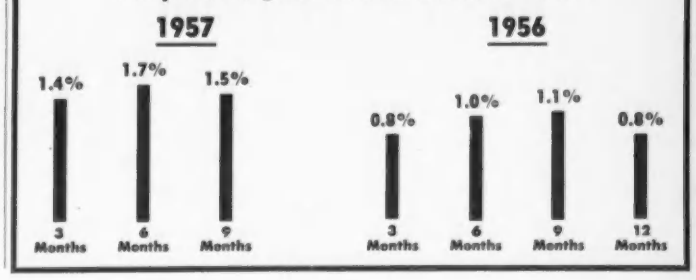
U. S. Passenger Cars

| | 1958 | 1957 |
|---|---|---|
| American Motors | 2,318 | 1,958 |
| Chrysler Corp. | 8,673 | 8,974 |
| Ford Motor Co. | 9,702 | 8,990 |
| General Motors | 15,558 | 16,217 |
| S-P Corp. | 2,434 | 2,421 |
| Totals | 38,685 | 38,560 |
| Minus intercorporate duals | 576 | 193 |
| U. S. Passenger-Car Dealers | 38,109 | 38,367 |

(Copyright, 1958, by Automotive News)

## Average Dealer Operating Profits

(As percentage of sales and before taxes)




## Breakdown of Dealer Expense, '57-'56

(PERCENTAGE OF TOTAL SALES)

| | Group I 1957 | Group I 1956 | Group II 1957 | Group II 1956 | Group III 1957 | Group III 1956 | Group IV 1957 | Group IV 1956 | Ind. Average 1957 | Ind. Average 1956 |
|---|---|---|---|---|---|---|---|---|---|---|
| Warranty, policy, delivery | 1.75 | 1.76 | 2.21 | 2.13 | 2.33 | 2.20 | 2.27 | 2.16 | 2.04 | 1.97 |
| Salaries, commissions, other compensation to salesmen | 5.05 | 5.07 | 4.89 | 4.86 | 4.82 | 4.44 | 4.20 | 4.32 | 4.87 | 4.84 |
| All other salaries, wages (except mechanics) | .12 | .13 | .14 | .20 | .19 | .20 | .27 | .21 | .16 | .17 |
| Employes' bonuses | .41 | .42 | .39 | .39 | .35 | .30 | .23 | .29 | .37 | .38 |
| Shop tools and supplies | 1.11 | 1.12 | 1.05 | 1.04 | .97 | .94 | .95 | .85 | 1.05 | 1.04 |
| Rent and expense in lieu of rent | .69 | .70 | .84 | .91 | .94 | .98 | .99 | .97 | .81 | .83 |
| Advertising, other than factory cooperative | .38 | .39 | .32 | .31 | .27 | .26 | .23 | .22 | .33 | .33 |
| Insurance, other than building | 3.47 | 3.44 | 2.98 | 3.23 | 2.73 | 2.73 | 2.50 | 2.60 | 3.08 | 3.18 |
| All other expense | | | | | | | | | | |
| TOTAL EXPENSE | 13.88 | 13.88 | 13.90 | 14.07 | 13.73 | 13.05 | 12.54 | 12.58 | 13.70 | 13.67 |

—From NADA Survey.

## How Dealer Profit Picture Changed in 1957

| | At End of 3 Months Pct. Gross Profit | At End of 3 Months Pct. Operating Profit | At End of 6 Months Pct. Gross Profit | At End of 6 Months Pct. Operating Profit | At End of 9 Months Pct. Gross Profit | At End of 9 Months Pct. Operating Profit | At End of 12 Months 1957 Pct. Gross Profit | At End of 12 Months 1957 Pct. Operating Profit | At End of 12 Months 1956 Pct. Gross Profit | At End of 12 Months 1956 Pct. Operating Profit |
|---|---|---|---|---|---|---|---|---|---|---|
| Volume Group I | 15.2 | 1.3 | 15.0 | 2.0 | 14.9 | 1.6 | 14.5 | .6 | 14.7 | .8 |
| Volume Group II | 15.1 | 1.5 | 14.6 | 1.6 | 14.6 | 1.5 | 14.6 | .7 | 14.8 | .7 |
| Volume Group III | 15.5 | 1.5 | 15.2 | 1.4 | 14.7 | 1.2 | 14.4 | .7 | 13.9 | .9 |
| Volume Group IV | 14.1 | 1.3 | 13.8 | 1.5 | 13.9 | 1.1 | 13.4 | .9 | 13.5 | .9 |
| Industry Average | 15.1 | 1.4 | 14.8 | 1.7 | 14.7 | 1.5 | 14.4 | .7 | 14.5 | .8 |

Volume groups are based on 1957 retail deliveries of new cars and trucks as follows: Group I, 1 to 149 units; Group II, 150 to 399 units; Group III, 400 to 749 units; Group IV, 750 units and more. The figures are not fortheindividual quarters, but are cumulative through the end of each period.

## Imported-Car Dealerships in U. S.

| | Jan. 1, 1958 | | Jan. 1, 1957 | |
|---|---|---|---|---|
| Imported Cars Only: | | | | |
| Exclusives | 570 | | 288 | |
| Duals | 1,350 | | 1,048 | |
| | | 1,920 | | 1,336 |
| Imported-Domestic Duals: | | | | |
| U. S. Duals with Captive Makes* | 7,412 | | 1,104 | |
| U. S. Duals with Other Imports | 1,756 | | 603 | |
| | | 9,168 | | 1,707 |
| Total Imported-Car Outlets in U. S. | | 11,088 | | 3,043 |

* Captive duals are: Buick-Opel; Pontiac-Vauxhall; Ford Motor-English Ford; Rambler-Metropolitan, and Studebaker-Packard-Mercedes-Benz.

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## Imported-Car Franchises In the U. S.

| | Jan. 1, 1958 | Jan. 1, 1957 |
|---|---|---|
| BRITISH CARS | 8,561 | 4,905 |
| Arnolt-Bristol | 5 | 5 |
| Aston-Martin | 22 | 17 |
| Austin | 479 | 450 |
| Austin-Healey | 479 | 450 |
| Bentley | 22 | 17 |
| Berkeley | 17 | 0 |
| Ford | 394 | 300 |
| Hillman | 675 | 425 |
| Jaguar | 380 | 300 |
| Metropolitan | 1,214 | 884 |
| Morris | 479 | 450 |
| MG | 479 | 450 |
| Riley | 479 | 450 |
| Rolls-Royce | 22 | 17 |
| Rover | 80 | 40 |
| Sunbeam | 425 | 375 |
| Triumph | 455 | 275 |
| Vauxhall | 2,455 | 0 |
| GERMAN CARS | 5,607 | 1,148 |
| BMW | 134 | 134 |
| BMW-Isetta | 510 | 18 |
| Borgward | 205 | 135 |
| DKW | 115 | 87 |
| Goliath | 150 | 69 |
| Lloyd | 400 | 100 |
| Mercedes-Benz | 350 | 80 |
| Opel | 3,100 | 0 |
| Porsche | 185 | 175 |
| Tempo | 106 | 0 |
| Volkswagen | 352 | 350 |
| FRENCH CARS | 1,155 | 576 |
| Citroen | 102 | 60 |
| Facel-Vega | 23 | 1 |
| Panhard | 102 | 60 |
| Renault | 481 | 355 |
| Simca | 447 | 100 |
| ITALIAN CARS | 480 | 250 |
| Alfa-Romeo | 205 | 200 |
| Fiat | 220 | 0 |
| Lancia | 55 | 50 |
| SWEDISH CARS | 390 | 196 |
| SAAB | 75 | 20 |
| Volvo | 315 | 176 |
| MISCELLANEOUS | 200 | 140 |
| Total Franchises | 16,393 | 7,215 |

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## Dealers Handling U.S. Makes of Passenger Cars

### 1958 vs. 1957

(Copyright, 1958, by Automotive News)

| | JAN. 1, 1958 Exclusives (within corp.) | JAN. 1, 1958 Multiples (within corp.) | JAN. 1, 1958 Total Franchises | JAN. 1, 1958 Net Dealers | JAN. 1, 1957 *Exclusives (within corp.) | JAN. 1, 1957 *Multiples (within corp.) | JAN. 1, 1957 *Total Franchises | JAN. 1, 1957 *Net Dealers |
|---|---|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 2,318 | 0 | 2,318 | 2,318 | 0 | 4,428 | 4,428 | 1,958 |
| Hudson | 0 | 0 | 0 | | 0 | 910 | 910 | |
| Nash | 0 | 0 | 0 | | 0 | 1,304 | 1,304 | |
| Rambler | 2,318 | 0 | 2,318 | | 0 | 2,214 | 2,214 | |
| CHRYSLER CORP. | 657 | 17,096 | 17,753 | 8,673 | 425 | 19,086 | 19,511 | 8,974 |
| Chrysler | 71 | 2,683 | 2,754 | | 35 | 2,819 | 2,854 | |
| DeSoto | 58 | 2,198 | 2,256 | | 33 | 2,421 | 2,454 | |
| Dodge | 333 | 3,135 | 3,468 | | 280 | 3,337 | 3,617 | |
| Imperial | 0 | 1,580 | 1,580 | | 0 | 1,834 | 1,834 | |
| Plymouth | 195 | 7,500 | 7,695 | | 77 | 8,675 | 8,752 | |
| FORD MOTOR CO. | 7,156 | 5,488 | 12,644 | 9,702 | 6,445 | 5,616 | 12,061 | 8,990 |
| Continental | 0 | 0 | 0 | | 0 | 462 | 462 | |
| Edsel | 917 | 238 | 1,155 | | 0 | 0 | 0 | |
| Ford | 5,692 | 1,328 | 7,020 | | 5,842 | 1,198 | 7,040 | |
| Lincoln | 0 | 1,391 | 1,391 | | 0 | 1,411 | 1,411 | |
| Mercury | 547 | 2,531 | 3,078 | | 603 | 2,545 | 3,148 | |
| GENERAL MOTORS | 11,106 | 9,268 | 20,374 | 15,558 | 12,007 | 8,786 | 20,793 | 16,217 |
| Buick | 2,020 | 1,500 | 3,520 | | 2,186 | 1,390 | 3,576 | |
| Cadillac | 181 | 1,603 | 1,784 | | 199 | 1,594 | 1,793 | |
| Chevrolet | 5,550 | 1,900 | 7,450 | | 5,845 | 1,750 | 7,595 | |
| Oldsmobile | 1,500 | 2,250 | 3,750 | | 1,762 | 2,095 | 3,857 | |
| Pontiac | 1,855 | 2,015 | 3,870 | | 2,015 | 1,957 | 3,972 | |
| STUDEBAKER-PACKARD | 184 | 4,500 | 4,684 | 2,434 | 452 | 3,938 | 4,390 | 2,421 |
| Packard | 86 | 2,250 | 2,336 | | 304 | 1,969 | 2,273 | |
| Studebaker | 98 | 2,250 | 2,348 | | 148 | 1,969 | 2,117 | |
| TOTALS | 21,421 | 36,352 | 57,773 | 38,685 | 19,329 | 41,854 | 61,183 | 38,560 |
| Less intercorporate duals | | | | 576 | | | | 193 |
| TOTAL U. S. DEALERS | | | | 38,109 | | | | 38,367 |

* Revised.

# The Automotive Industry Picture in Canada

## Sales

### Canadian New Motor Vehicle Sales by Provinces, 1953-57

| PROVINCE | Passenger Cars Number | Passenger Cars Retail Value | Trucks and Buses Number | Trucks and Buses Retail Value | Total, Cars—Trucks and Buses Number | Total, Cars—Trucks and Buses Retail Value |
|---|---|---|---|---|---|---|
| **1953*:** | | | | | | |
| CANADA | 359,172 | $899,726,000 | 103,354 | $262,745,000 | 462,526 | $1,162,471,000 |
| Maritimes | 26,995 | $ 65,628,000 | 9,733 | $ 21,053,000 | 36,728 | $ 86,681,000 |
| Quebec | 68,919 | 178,190,000 | 17,765 | 50,034,000 | 86,684 | 228,224,000 |
| Ontario | 158,087 | 394,864,000 | 35,477 | 92,795,000 | 193,564 | 487,659,000 |
| Manitoba | 19,253 | 47,594,000 | 5,954 | 15,139,000 | 25,207 | 62,733,000 |
| Saskatchewan | 24,037 | 61,398,000 | 12,543 | 28,969,000 | 36,580 | 90,367,000 |
| Alberta | 29,028 | 73,163,000 | 14,286 | 35,233,000 | 43,314 | 108,396,000 |
| British Columbia | 32,853 | 78,889,000 | 7,596 | 19,522,000 | 40,449 | 98,411,000 |
| **1954:** | | | | | | |
| CANADA | 310,526 | $797,507,000 | 72,085 | $191,944,000 | 382,611 | $989,451,000 |
| Maritimes | 23,868 | $ 58,695,000 | 7,720 | $ 17,526,000 | 31,588 | $ 76,221,000 |
| Quebec | 65,631 | 172,875,000 | 14,444 | 41,499,000 | 80,075 | 214,374,000 |
| Ontario | 141,171 | 362,124,000 | 24,966 | 68,272,000 | 166,137 | 430,396,000 |
| Manitoba | 15,113 | 38,455,000 | 3,656 | 9,926,000 | 18,769 | 48,381,000 |
| Saskatchewan | 16,143 | 42,049,000 | 5,999 | 14,426,000 | 22,142 | 56,475,000 |
| Alberta | 22,120 | 57,470,000 | 8,837 | 22,692,000 | 30,957 | 80,162,000 |
| British Columbia | 26,480 | 65,839,000 | 6,463 | 17,603,000 | 32,943 | 83,442,000 |
| **1955:** | | | | | | |
| CANADA | 386,962 | $1,023,351,000 | 78,716 | $232,539,000 | 465,678 | $1,255,890,000 |
| Maritimes | 28,339 | $ 71,327,000 | 8,220 | $ 20,630,000 | 36,559 | $ 91,957,000 |
| Quebec | 80,918 | 219,424,000 | 16,181 | 53,081,000 | 97,099 | 272,505,000 |
| Ontario | 180,888 | 479,456,000 | 28,286 | 84,196,000 | 209,174 | 563,652,000 |
| Manitoba | 16,483 | 43,443,000 | 3,698 | 12,257,000 | 20,181 | 55,700,000 |
| Saskatchewan | 14,812 | 39,147,000 | 4,608 | 11,408,000 | 19,420 | 50,555,000 |
| Alberta | 27,781 | 73,872,000 | 8,782 | 25,409,000 | 36,563 | 99,281,000 |
| British Columbia | 37,741 | 96,682,000 | 8,941 | 25,558,000 | 46,682 | 122,240,000 |
| **1956:** | | | | | | |
| CANADA | 408,233 | $1,128,640,000 | 91,688 | $326,735,000 | 499,921 | $1,455,375,000 |
| Maritimes | 31,004 | 80,863,000 | 9,008 | 26,100,000 | 40,012 | 106,963,000 |
| Quebec | 93,066 | 264,921,000 | 20,919 | 81,929,000 | 113,985 | 346,850,000 |
| Ontario | 180,813 | 499,780,000 | 31,817 | 116,936,000 | 212,630 | 616,716,000 |
| Manitoba | 16,187 | 44,471,000 | 3,826 | 12,702,000 | 20,013 | 57,173,000 |
| Saskatchewan | 17,255 | 46,803,000 | 5,040 | 14,919,000 | 22,295 | 61,722,000 |
| Alberta | 31,872 | 88,883,000 | 11,000 | 39,519,000 | 42,872 | 128,402,000 |
| British Columbia | 38,036 | 102,919,000 | 10,078 | 34,630,000 | 48,114 | 137,549,000 |
| **1957: *** | | | | | | |
| CANADA | 381,123 | $1,085,966,000 | 76,197 | $280,936,000 | 457,320 | $1,366,902,000 |
| Maritimes | 25,817 | 69,369,000 | 6,750 | 20,805,000 | 32,567 | 90,233,000 |
| Quebec | 96,196 | 285,553,000 | 17,502 | 72,360,000 | 113,698 | 357,913,000 |
| Ontario | 150,347 | 424,217,000 | 24,537 | 94,637,000 | 174,884 | 518,854,000 |
| Manitoba | 19,880 | 56,377,000 | 3,879 | 13,695,000 | 23,759 | 70,072,000 |
| Saskatchewan | 17,669 | 50,460,000 | 5,030 | 15,864,000 | 22,699 | 66,306,000 |
| Alberta | 33,776 | 97,181,000 | 10,282 | 35,562,000 | 44,058 | 132,743,000 |
| British Columbia | 35,034 | 97,930,000 | 8,036 | 27,718,000 | 43,070 | 125,647,000 |

* Preliminary. Provincial figures do not equal total Canada for 1957.
Source: Canadian Automobile Chamber of Commerce and Dominion Bureau of Statistics.

### Canadian New Motor Vehicle Sales by Months, 1955-57

| MONTH | Passenger Cars Number | Passenger Cars Retail Value | Trucks and Buses Number | Trucks and Buses Retail Value | Total, Cars—Trucks and Buses Number | Total, Cars—Trucks and Buses Retail Value |
|---|---|---|---|---|---|---|
| **1955:** | | | | | | |
| January | 17,810 | $ 47,242,000 | 3,576 | $ 10,267,000 | 21,386 | $ 57,509,000 |
| February | 22,084 | 58,041,000 | 4,212 | 12,005,000 | 26,296 | 70,046,000 |
| March | 30,937 | 78,690,000 | 4,687 | 13,745,000 | 35,624 | 92,435,000 |
| April | 46,002 | 121,042,000 | 7,909 | 22,677,000 | 53,911 | 143,719,000 |
| May | 52,279 | 135,745,000 | 8,770 | 24,242,000 | 61,049 | 159,987,000 |
| June | 45,923 | 119,516,000 | 8,990 | 26,490,000 | 54,913 | 146,006,000 |
| July | 40,000 | 103,680,000 | 7,434 | 22,698,000 | 47,434 | 126,378,000 |
| August | 33,450 | 86,694,000 | 8,595 | 24,576,000 | 42,045 | 111,270,000 |
| September | 24,939 | 64,438,000 | 6,905 | 21,523,000 | 31,844 | 85,961,000 |
| October | 26,135 | 72,630,000 | 7,283 | 21,356,000 | 33,418 | 93,986,000 |
| November | 23,594 | 67,159,000 | 5,368 | 16,092,000 | 28,962 | 83,251,000 |
| December | 23,809 | 68,474,000 | 4,987 | 16,868,000 | 28,796 | 85,342,000 |
| January-December, 1955 | 386,962 | $1,023,351,000 | 78,716 | $232,539,000 | 465,678 | $1,255,890,000 |
| **1956:** | | | | | | |
| January | 16,864 | $ 47,828,000 | 4,453 | $ 15,963,000 | 21,317 | $ 63,791,000 |
| February | 23,290 | 67,061,000 | 5,243 | 18,914,000 | 28,533 | 85,975,000 |
| March | 36,556 | 102,916,000 | 6,783 | 25,356,000 | 43,339 | 128,272,000 |
| April | 49,757 | 137,505,000 | 8,697 | 31,754,000 | 58,454 | 169,259,000 |
| May | 53,870 | 148,025,000 | 11,568 | 41,152,000 | 65,438 | 189,177,000 |
| June | 49,054 | 135,279,000 | 9,533 | 34,431,000 | 58,587 | 169,710,000 |
| July | 42,227 | 114,832,000 | 9,337 | 32,896,000 | 51,564 | 147,728,000 |
| August | 34,229 | 93,981,000 | 8,239 | 26,944,000 | 42,468 | 120,925,000 |
| September | 25,899 | 70,851,000 | 7,679 | 27,241,000 | 33,578 | 98,092,000 |
| October | 25,853 | 69,935,000 | 8,110 | 27,798,000 | 33,963 | 97,733,000 |
| November | 25,266 | 68,489,000 | 6,132 | 22,334,000 | 31,398 | 90,823,000 |
| December | 25,368 | 71,938,000 | 5,914 | 21,952,000 | 31,282 | 93,890,000 |
| January-December, 1956 | 408,233 | $1,128,640,000 | 91,688 | $326,735,000 | 499,921 | $1,455,375,000 |
| **1957:*** | | | | | | |
| January | 26,540 | $ 77,908,000 | 6,037 | $ 22,986,000 | 32,577 | $ 100,894,000 |
| February | 26,529 | 78,208,000 | 5,742 | 20,597,000 | 32,271 | 98,805,000 |
| March | 38,193 | 110,307,000 | 7,140 | 27,293,000 | 45,333 | 137,600,000 |
| April | 46,045 | 131,060,000 | 9,013 | 33,185,000 | 55,058 | 164,245,000 |
| May | 44,780 | 126,520,000 | 9,107 | 35,198,000 | 53,887 | 161,718,000 |
| June | 37,833 | 107,265,000 | 7,563 | 27,254,000 | 45,396 | 134,519,000 |
| July | 34,939 | 98,572,000 | 6,864 | 23,858,000 | 41,803 | 122,430,000 |
| August | 31,348 | 88,259,000 | 6,019 | 20,791,000 | 37,367 | 109,090,000 |
| September | 26,165 | 73,043,000 | 5,823 | 22,387,000 | 31,988 | 95,430,000 |
| October | 20,850 | 58,347,000 | 4,805 | 17,725,000 | 25,655 | 76,072,000 |
| November | 22,348 | 63,616,000 | 3,957 | 14,309,000 | 26,305 | 77,925,000 |
| December | 23,149 | 67,982,000 | 3,946 | 15,058,000 | 27,095 | 83,040,000 |
| January-December, 1957 | 381,123 | $1,085,966,000 | 76,197 | $280,936,000 | 457,320 | $1,366,902,000 |

*Preliminary. Note: Provincial figures do not equal total Canada for 1957. Source: Canadian Automobile Chamber of Commerce.

## Output

### Canadian Vehicle Production

**By Months, 1952-1957**

| | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 |
|---|---|---|---|---|---|---|
| January | 34,232 | 36,990 | 40,930 | 28,924 | 29,741 | 44,727 |
| February | 32,448 | 43,014 | 44,992 | 33,083 | 29,157 | 36,515 |
| March | 33,604 | 51,398 | 45,771 | 50,445 | 47,299 | 45,051 |
| April | 46,908 | 52,365 | 46,432 | 54,023 | 59,768 | 48,671 |
| May | 42,690 | 50,521 | 37,984 | 58,354 | 57,919 | 48,724 |
| June | 41,910 | 50,444 | 30,020 | 56,178 | 52,612 | 39,628 |
| July | 34,134 | 49,226 | 25,692 | 48,419 | 49,385 | 35,731 |
| August | 22,853 | 21,537 | 13,362 | 24,100 | 17,972 | 18,774 |
| September | 41,065 | 35,785 | 11,377 | 19,215 | 12,023 | 10,175 |
| October | 41,659 | 36,600 | 11,860 | 23,655 | 30,398 | 18,678 |
| November | 31,340 | 20,519 | 17,213 | 29,520 | 43,747 | 37,738 |
| December | 29,868 | 35,915 | 25,933 | 28,266 | 42,972 | 26,395 |
| Total | 432,711 | 484,314 | 351,566 | 454,182 | 472,993 | 410,807 |

Source: Canadian Automobile Chamber of Commerce.

### 1957 Canadian Vehicle Shipments

**For Domestic Use and Export***

| | Factory Shipments of Made-in-Canada Vehicles (Number of Units) Domestic | Export | Total | Shipments of Vehicles From the U.S.A. |
|---|---|---|---|---|
| **PASSENGER CARS—** | | | | |
| Convertible cars— | | | | |
| Soft top | 4,012 | 55 | 4,067 | 1,932 |
| Hard top—2-door | 38,120 | 211 | 38,331 | 2,844 |
| —4-door | 23,351 | 1,057 | 24,408 | 5,744 |
| Permanent closed cars— | | | | |
| 2-door sedan or coupe | 56,219 | 90 | 56,309 | 95 |
| 4-door sedan | 174,005 | 12,142 | 186,147 | 3,553 |
| Station-wagon type— | | | | |
| 2-seat | 18,093 | 1,336 | 19,429 | 1,520 |
| 3-seat | 3,962 | 134 | 4,096 | 747 |
| Other models | .... | .... | .... | 1,266 |
| Chassis (sold without bodies) | .... | 6,624 | 6,624 | .... |
| Total passenger cars | 317,762 | 21,649 | 339,411 | 17,701 |
| **COMMERCIAL VEHICLES (including trucks, buses and chassis) Maximum Gross Vehicle Weight in pounds:** | | | | |
| 6,000 and less | 31,252 | 3,180 | 34,432 | 300 |
| 6,001-10,000 | 9,712 | 342 | 10,054 | 574 |
| 10,001-14,000 | 2,110 | 193 | 2,303 | 117 |
| 14,001-16,000 | 1,833 | 458 | 2,291 | 204 |
| 16,001-19,500 | 7,383 | 2,813 | 10,196 | 345 |
| 19,501-26,000 | 8,642 | 5 | 8,647 | 318 |
| 26,001-33,000 | 1,538 | 2 | 1,540 | 453 |
| Over 33,001 | 881 | .... | 881 | 260 |
| Total trucks | 63,351 | 6,993 | 70,344 | 2,571 |
| Total coaches or buses | 66 | .... | 66 | 260 |
| Total commercial vehicles | 63,417 | 6,993 | 70,410 | 2,831 |
| TOTAL PASSENGER AND COMMERCIAL | 381,179 | 28,642 | 409,821 | 20,532 |

* Includes military vehicles Source: Dominion Bureau of Statistics.

### 1956 Canadian Vehicle Shipments

**For Domestic Use and Export***

| | Factory Shipments of Made-in-Canada Vehicles (Number of Units) Domestic | Export | Total | Shipments of Vehicles From the U.S.A. |
|---|---|---|---|---|
| **PASSENGER CARS—** | | | | |
| Convertible cars | 39,954 | 207 | 40,161 | 9,679 |
| Permanent closer cars— | | | | |
| Coupe | 12,788 | 18 | 12,806 | 43 |
| 2-door sedan | 59,060 | 89 | 59,149 | 4,096 |
| 4-door sedan | 201,243 | 13,141 | 214,384 | 11,935 |
| Station-wagon type | 18,694 | 794 | 19,488 | 2,685 |
| Other models | 17,386 | 827 | 18,213 | 8,963 |
| Chassis (sold without bodies) | 1 | 9,924 | 9,925 | ..... |
| Total passenger cars | 349,126 | 25,000 | 374,126 | 37,401 |
| **COMMERCIAL VEHICLES (including trucks, buses and chassis) Maximum Gross Vehicle Weight in pounds:** | | | | |
| 5,000 and less | 37,378 | 3,571 | 40,949 | 492 |
| 5,001-10,000 | 16,023 | 386 | 16,409 | 1,411 |
| 10,001-14,000 | 4,647 | 519 | 5,166 | 335 |
| 14,001-16,000 | 4,466 | 3,531 | 7,997 | 616 |
| 16,001-19,500 | 10,276 | 356 | 10,632 | 651 |
| 19,501-26,000 | 12,650 | 67 | 12,717 | 1,283 |
| Over 26,000 | 2,389 | 2 | 2,391 | 1,109 |
| Total trucks | 87,829 | 8,432 | 96,261 | 5,897 |
| Total coaches or buses | 239 | 48 | 287 | 195 |
| Total commercial vehicles | 88,068 | 8,480 | 96,548 | 6,092 |
| TOTAL PASSENGER AND COMMERCIAL | 437,194 | 33,480 | 470,674 | 43,493 |

* Includes military vehicles Source: Dominion Bureau of Statistics.

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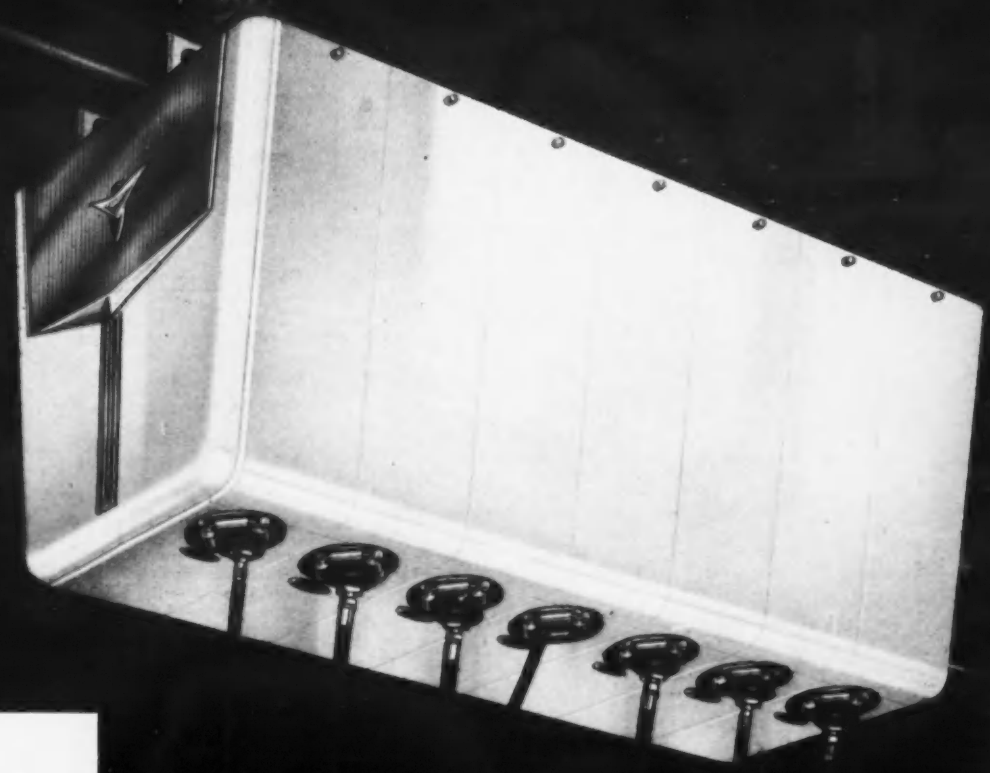
*Styl Engineered* ... Designed To Sell More Service

# New LINCOLN *Golden Standard* CEILING LUBREELS*



Now—actively sell your lube department to every customer with Lincoln Golden Standard Ceiling Lubreels! Here's beauty styled with merchandising flair, to attract customer attention and build confidence in you and your service. You can handle more jobs faster, more efficiently with Lincoln's exclusive feature of *air-power actuation* and smooth, uniform retraction. Installation is fast and simple, and maintenance is the lowest.

**Make your lubritorium a Golden Invitation to new sales!**

*Write for new Lincoln Catalog 57, or contact your Lincoln jobber.*

**LEAD WITH LINCOLN**

*Trade Name Registered

**Lincoln**

**LINCOLN ENGINEERING COMPANY** • *Division of The McNeil Machine & Engineering Co.*

5709 Natural Bridge Avenue — St. Louis 20, Missouri

# Accident Statistics for 1957

### Types of Accidents Resulting in Deaths

| COLLISION WITH: | 1957 Persons Killed | Per-cent | 1956 Persons Killed | Per-cent |
|---|---|---|---|---|
| Automobile | 16,020 | 41.4 | 15,880 | 39.7 |
| Non-Collision | 9,130 | 23.6 | 10,000 | 25.0 |
| Pedestrian | 7,500 | 19.4 | 8,080 | 20.2 |
| Fixed Object | 4,180 | 10.8 | 4,120 | 10.3 |
| Railroad Train | 1,330 | 3.4 | 1,280 | 3.2 |
| Bicycle | 460 | 1.2 | 480 | 1.2 |
| Other Vehicle | 40 | .1 | 40 | .1 |
| Miscellaneous | 40 | .1 | 120 | .3 |
| TOTAL | 38,700 | 100.0 | 40,000 | 100.0 |

### Types of Accidents Resulting in Injuries

| COLLISION WITH: | 1957 Persons Injured | Per-cent | 1956 Persons Injured | Per-cent |
|---|---|---|---|---|
| Automobile | 1,838,200 | 72.8 | 1,686,000 | 71.2 |
| Non-Collision | 257,600 | 10.2 | 260,500 | 11.0 |
| Pedestrian | 222,200 | 8.8 | 225,000 | 9.5 |
| Fixed Object | 138,900 | 5.5 | 125,500 | 5.3 |
| Railroad Train | 7,600 | .3 | 7,100 | .3 |
| Bicycle | 53,000 | 2.1 | 52,100 | 2.2 |
| Other Vehicle | 2,500 | .1 | 2,400 | .1 |
| Miscellaneous | 5,000 | .2 | 9,400 | .4 |
| TOTAL | 2,525,000 | 100.0 | 2,368,000 | 100.0 |

### Actions of Drivers Resulting in Deaths and Injuries—1957

| | Persons Killed | Per-cent | Persons Injured | Per-cent |
|---|---|---|---|---|
| Exceeding Speed Limit | 13,200 | 41.9 | 837,600 | 40.9 |
| On Wrong Side of Road | 5,450 | 17.3 | 124,900 | 6.1 |
| Did Not Have Right-of-Way | 3,900 | 12.4 | 540,700 | 26.4 |
| Cutting In | 190 | .6 | 81,900 | 4.0 |
| Passing on Curve or Hill | 220 | .7 | 6,000 | .3 |
| Passing on Wrong Side | 470 | 1.5 | 20,500 | 1.0 |
| Failed to Signal and Improper Signaling | 570 | 1.8 | 55,300 | 2.7 |
| Car Ran Away—No Driver | 30 | .1 | 2,200 | .1 |
| Drove Off Roadway | 3,810 | 12.1 | 118,800 | 5.8 |
| Reckless Driving | 3,530 | 11.2 | 247,800 | 12.1 |
| Miscellaneous | 130 | .4 | 12,300 | .6 |
| TOTAL | 31,500 | 100.0 | 2,048,000 | 100.0 |

### Age of Drivers in Accidents—1957

| | Drivers in Fatal Accidents | Per-cent | Drivers in Non-Fatal Accidents | Per-cent |
|---|---|---|---|---|
| Under 18 years | 2,140 | 4.5 | 73,250 | 2.7 |
| 18-24 years | 10,640 | 22.4 | 466,640 | 17.2 |
| 25-64 years | 31,780 | 66.9 | 2,091,720 | 77.1 |
| 65 and over | 2,940 | 6.2 | 81,390 | 3.0 |
| TOTAL | 47,500 | 100.0 | 2,713,000 | 100.0 |

### Operating Experience of Drivers in Accidents—1957

| | Drivers in Fatal Accidents | Per-cent | Drivers in Non-Fatal Accidents | Per-cent |
|---|---|---|---|---|
| Less than 3 months | 430 | .9 | 24,400 | .9 |
| 3-6 months | 380 | .8 | 21,700 | .8 |
| 6-12 months | 810 | 1.7 | 40,700 | 1.5 |
| 1 Year or more | 45,880 | 96.6 | 2,626,200 | 96.8 |
| TOTAL | 47,500 | 100.0 | 2,713,000 | 100.0 |

### Road Conditions Prevailing in Accidents—1957

| | Persons Killed | Per-cent | Persons Injured | Per-cent |
|---|---|---|---|---|
| Dry | 30,800 | 79.6 | 1,934,200 | 76.6 |
| Wet | 6,310 | 16.3 | 416,600 | 16.5 |
| Snowy | 700 | 1.8 | 90,900 | 3.6 |
| Icy | 890 | 2.3 | 83,300 | 3.3 |
| TOTAL | 38,700 | 100.0 | 2,525,000 | 100.0 |

### Direction of Travel of Cars Involved in Accidents—1957

| | Persons Killed | Per-cent | Persons Injured | Per-cent |
|---|---|---|---|---|
| Going Straight | 29,410 | 76.0 | 1,616,000 | 64.0 |
| Turning Right | 1,080 | 2.8 | 53,000 | 2.1 |
| Turning Left | 2,630 | 6.8 | 146,500 | 5.8 |
| Backing | 350 | .9 | 48,000 | 1.9 |
| Skidding | 2,750 | 7.1 | 90,900 | 3.6 |
| Car Parked or Standing Still | 1,240 | 3.2 | 141,400 | 5.6 |
| Slowing or Stopping | 430 | 1.1 | 393,900 | 15.6 |
| Miscellaneous | 810 | 2.1 | 35,300 | 1.4 |
| TOTAL | 38,700 | 100.0 | 2,525,000 | 100.0 |

### Condition of Vehicles Involved in Fatal and Non-Fatal Accidents—1957

| | Vehicles in Fatal Accidents | Per-cent | Vehicles in Non-Fatal Accidents | Per-cent |
|---|---|---|---|---|
| In Apparently Good Condition | 45,550 | 95.6 | 2,665,000 | 97.6 |
| Brake Defective | 670 | 1.4 | 32,800 | 1.2 |
| Steering Defective | 100 | .2 | 5,000 | .2 |
| 1 or 2 Lights Out | 140 | .3 | 2,700 | .1 |
| Tail Light Out or Obscurbed | 50 | .1 | 2,700 | .1 |
| Other Defects in Equipment | 760 | 1.6 | 13,600 | .5 |
| Puncture or Blowout | 380 | .8 | 8,200 | .3 |
| TOTAL | 47,650 | 100.0 | 2,730,000 | 100.0 |

Source: The Travelers.

# Results of 1957 National Safety Check

| Items Defective | Cars | Percent Defective | Trucks | Percent Defective | Total | Percent Defective |
|---|---|---|---|---|---|---|
| Rear Light | 84,827 | 23.6 | 10,928 | 27.9 | 95,755 | 24.0 |
| Brakes | 69,593 | 19.4 | 6,438 | 16.4 | 76,031 | 19.1 |
| Front Lights | 61,282 | 17.0 | 5,582 | 14.2 | 66,864 | 16.8 |
| Exhaust System | 38,138 | 10.6 | 3,324 | 8.5 | 41,462 | 10.4 |
| Tires | 29,982 | 8.3 | 2,165 | 5.5 | 32,147 | 8.0 |
| Steering | 24,304 | 6.8 | 2,298 | 5.8 | 26,602 | 6.7 |
| Windshield Wipers | 21,111 | 5.9 | 2,612 | 6.6 | 23,723 | 5.9 |
| Glass | 16,652 | 4.6 | 2,706 | 6.9 | 19,358 | 4.8 |
| Horn | 9,522 | 2.6 | 1,567 | 4.0 | 11,089 | 2.8 |
| Rear-view Mirror | 4,236 | 1.2 | 1,668 | 4.2 | 5,904 | 1.5 |
| | 359,647 | 100.0% | 39,288 | 100.0% | 398,935 | 100.0% |

| | Cars | Trucks | Combined Car and Truck Reports | Total Vehicles |
|---|---|---|---|---|
| Total Checked | 1,417,679 | 93,141 | 93,500 | 1,604,320 |
| Total Needing Repair | 281,069 | 24,616 | 15,666 | 321,351 |
| Percentage | 19.8 | 26.4 | 16.8 | 20.0 |

—Compiled by Inter-Industry Highway Safety Committee.

# Accident Rates of Motor Transportation Fleets

### (Fleets Reporting in the National Fleet Safety Contest)

| FLEET CLASSIFICATION | July 1, 1956 - June 30, 1957: Fleets | Vehicles | Vehicle Miles (thousands) | Accidents | Accidents Per 100,000 Vehicle Miles: 1956-1957 | 3 Years 1954-57 |
|---|---|---|---|---|---|---|
| TOTAL | 1,888 | 237,181 | 5,080,898 | 76,594 | 1.51 | 1.50 |
| TRUCKS | 1,371 | 150,298 | 3,240,862 | 51,329 | 1.58 | 1.50 |
| Common Carrier—Intercity | 130 | 12,119 | 912,281 | 5,448 | .60 | .72 |
| Common Carrier—City | 90 | 5,917 | 68,665 | 5,001 | 7.28 | 7.59 |
| Common Carrier—Suburban | 7 | 460 | 7,274 | 318 | 4.37 | 4.94* |
| Private Carrier—Intercity | 64 | 2,243 | 84,985 | 776 | .91 | .95 |
| Private Carrier—City | 39 | 1,501 | 20,904 | 671 | 3.21 | 2.95 |
| Private Carrier—Suburban | 46 | 1,632 | 23,684 | 518 | 2.19 | 2.19* |
| Contract Carrier—Intercity | 6 | 159 | 7,780 | 158 | 2.03 | ... |
| Contract Carrier—City | 42 | 1,294 | 16,238 | 930 | 5.73 | 4.99 |
| Contract Carrier—Suburban | 21 | 556 | 7,992 | 249 | 3.12 | ... |
| Petroleum—Intercity Marketing | 33 | 2,721 | 127,492 | 1,047 | .82 | .85 |
| Petroleum—City Marketing | 36 | 3,021 | 55,901 | 897 | 1.60 | 1.68 |
| Petroleum—Refining | 12 | 585 | 6,179 | 53 | .86 | .97 |
| Petroleum—Production | 19 | 2,014 | 35,232 | 191 | .54 | .57 |
| Petroleum—Pipeline | 17 | 1,126 | 19,850 | 87 | .44 | .47 |
| Government—Intercity | 9 | 1,603 | 14,089 | 52 | .37 | .60* |
| Government—City | 33 | 35,304 | 377,851 | 16,963 | 4.49 | 4.43 |
| Government—Suburban | 10 | 1,562 | 13,313 | 121 | .91 | ... |
| Public Utility—Intercity | 17 | 3,930 | 41,429 | 503 | 1.21 | 1.31* |
| Public Utility—City | 21 | 2,616 | 23,663 | 613 | 2.59 | 2.19* |
| Public Utility—Suburban | 37 | 10,082 | 89,544 | 1,606 | 1.79 | 1.84* |
| Bakery—Intercity | 15 | 1,031 | 19,926 | 348 | 1.75 | ... |
| Bakery—City | 19 | 968 | 13,879 | 183 | 1.32 | 1.54* |
| Bakery—Suburban | 30 | 1,654 | 32,705 | 397 | 1.21 | 1.37* |
| Meat Packing—Intercity | 15 | 279 | 9,494 | 148 | 1.56 | 2.20 |
| Brewing Industry | 58 | 3,728 | 32,640 | 1,764 | 5.40 | 5.77 |
| Gas Industry | 88 | 28,857 | 309,067 | 4,735 | 1.53 | 1.63 |
| Milk & Ice Cream—Retail | 94 | 5,786 | 50,410 | 1,377 | 2.73 | 2.99* |
| Milk & Ice Cream—Wholesale | 96 | 4,015 | 49,827 | 1,090 | 2.19 | 2.30* |
| Milk & Ice Cream—Over the Road | 27 | 1,011 | 34,800 | 252 | .72 | .79* |
| Milk & Ice Cream—Small Fleets | 5 | 49 | 628 | 15 | 2.39 | 2.92* |
| Truckaway | 60 | 9,450 | 631,575 | 3,865 | .61 | .65 |
| Driveaway | 33 | 1,874 | 71,966 | 617 | .86 | .87 |
| Small Fleets—Commercial Intercity | 67 | 573 | 21,478 | 153 | .71 | .81 |
| Small Fleets—Commercial City | 44 | 358 | 5,086 | 133 | 2.62 | 2.96 |
| Small Fleets—Commercial Suburban | 31 | 220 | 3,035 | 50 | 1.65 | ... |
| BUSES AND TAXICABS | 83 | 9,011 | 479,944 | 15,006 | 3.13 | 3.82 |
| Bus—Intercity | 30 | 3,363 | 271,613 | 3,036 | 1.12 | 1.13 |
| Bus—City | 39 | 4,944 | 168,030 | 10,411 | 6.20 | 6.16 |
| Bus—Suburban | 9 | 319 | 10,826 | 456 | 4.21 | ... |
| Taxicabs | 5 | 385 | 29,475 | 1,103 | 3.74 | 3.80* |
| COMMERCIAL PASSENGER CARS | 286 | 64,758 | 983,025 | 4,968 | .51 | .63 |
| Eastern | 118 | 36,892 | 525,153 | 3,066 | .58 | .75 |
| Western | 139 | 27,654 | 455,040 | 1,869 | .41 | .49 |
| Small Fleets | 29 | 212 | 2,832 | 33 | 1.17 | .97 |
| POLICE | 148 | 13,114 | 377,067 | 5,291 | 1.40 | 1.41 |
| Municipal—Patrol Cars | 62 | 5,148 | 129,673 | 3,663 | 2.82 | 2.90 |
| State—Patrol Cars | 18 | 5,774 | 225,973 | 995 | .44 | .48 |
| Motorcycles—Two Wheeled | 22 | 1,498 | 15,661 | 448 | 2.86 | 3.39 |
| Motorcycles—Three Wheeled | 23 | 537 | 3,430 | 131 | 3.82 | 3.95 |
| Small Fleets | 23 | 157 | 2,330 | 54 | 2.32 | 2.42 |

* Average rate for two years only.

Source: National Safety Council

# Prewar Cars Still in Use Drop to 2,265,790

### Passenger Car Registrations by Year Model, as of July 1 Each Year, in Thousands of Units

| YEAR MODEL | 1941 | 1946 | 1947 | 1948 | 1949 | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1957 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 3,607 |
| 1956 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 3,963 | 5,916 |
| 1955 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 4,136 | 6,701 | 6,700 |
| 1954 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 2,620 | 4,589 | 4,583 | 4,577 |
| 1953 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 2,901 | 5,718 | 5,723 | 5,701 | 5,652 |
| 1952 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 1,831 | 3,720 | 3,698 | 3,675 | 3,638 | 3,575 |
| 1951 | ..... | ..... | ..... | ..... | ..... | ..... | 2,858 | 5,387 | 5,462 | 5,443 | 5,387 | 5,290 | 5,072 |
| 1950 | ..... | ..... | ..... | ..... | ..... | 2,989 | 6,114 | 6,202 | 6,219 | 6,179 | 6,102 | 5,914 | 5,539 |
| 1949 | ..... | ..... | ..... | ..... | 2,638 | 4,935 | 4,988 | 4,969 | 4,966 | 4,898 | 4,773 | 4,434 | 3,871 |
| 1948 | ..... | ..... | ..... | 1,673 | 2,981 | 3,033 | 2,964 | 2,943 | 2,932 | 2,885 | 2,766 | 2,466 | 2,021 |
| 1947 | ..... | ..... | 1,367 | 3,100 | 3,066 | 3,052 | 2,987 | 2,953 | 2,914 | 2,821 | 2,608 | 2,162 | 1,63[illegible] |
| 1946 | ..... | 448 | 2,056 | 2,048 | 2,047 | 2,032 | 1,975 | 1,942 | 1,903 | 1,822 | 1,624 | 1,278 | 891 |
| 1942 | ..... | 997 | 1,065 | 1,012 | 1,006 | 999 | 966 | 892 | 799 | 640 | 464 | 294 | 184 |
| 1941 | 3,240 | 4,107 | 4,086 | 4,004 | 4,005 | 3,955 | 3,761 | 3,456 | 3,095 | 2,462 | 1,782 | 1,127 | 698 |
| 1940 | 3,112 | 3,182 | 3,113 | 3,093 | 3,089 | 3,033 | 2,794 | 2,496 | 2,190 | 1,691 | 1,205 | 755 | 476 |
| 1939 | 2,402 | 2,426 | 2,379 | 2,345 | 2,326 | 2,244 | 1,996 | 1,687 | 1,396 | 1,015 | 693 | 420 | 261 |
| 1938 | 1,733 | 1,736 | 1,679 | 1,662 | 1,621 | 1,490 | 1,244 | 973 | 752 | 517 | 344 | 206 | 646* |
| 1937 | 3,481 | 3,390 | 3,304 | 3,186 | 3,075 | 2,709 | 2,126 | 1,541 | 1,130 | 746 | 481 | 774* | ..... |
| 1936 | 3,175 | 2,893 | 2,790 | 2,657 | 2,495 | 2,074 | 1,493 | 996 | 698 | 444 | 773* | ..... | ..... |
| 1935 | 2,139 | 1,675 | 1,592 | 1,490 | 1,335 | 1,053 | 688 | 430 | 294 | 699* | ..... | ..... | ..... |
| 1934 | 1,591 | 1,021 | 967 | 886 | 762 | 567 | 1,451* | 207 | 725* | ..... | ..... | ..... | ..... |
| 1933 | 1,120 | 607 | 568 | 509 | 435 | 1,657* | ..... | 768* | ..... | ..... | ..... | ..... | ..... |
| 1932 | 735 | 369 | 346 | 317 | 1,738* | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| 1931 | 1,211 | 626 | 596 | 1,732* | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| 1930 | 1,205 | 592 | 1,377* | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| 1929 | 1,278 | 889* | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| 1928 | 561 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| 1927 | 502* | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| Not Known | 215 | 185 | 236 | 253 | 112 | 100 | 110 | 99 | 107 | 86 | 255 | 98 | 102 |
| TOTAL | 27,700 | 25,143 | 27,521 | 29,968 | 32,731 | 35,922 | 38,516 | 39,770 | 42,202 | 44,387 | 47,378 | 49,804 | 51,432 |

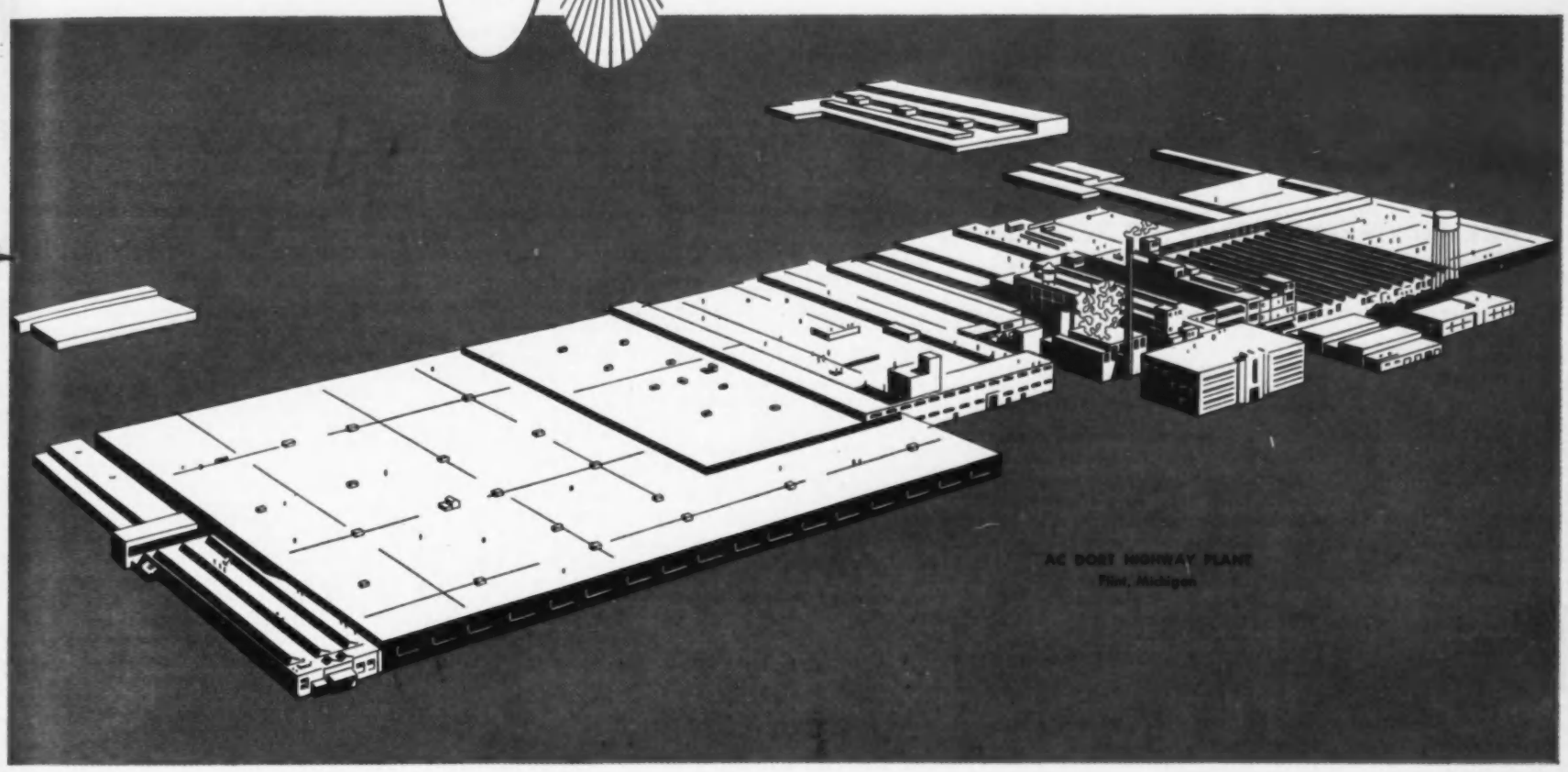
* Includes all earlier year models.

SOURCE: R. L. Polk and Company.

NOTE: Due to technical problems encountered in the compilation of this data, there are some instances where registrations for certain year models are higher in one year than in the previous year.

1908-1958

# From the progress of the past . . . the promise of the future!

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THE ELECTRONICS DIVISION OF GENERAL MOTORS

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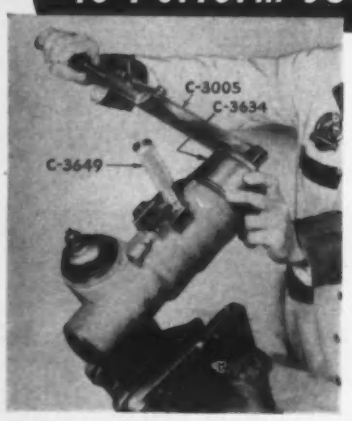


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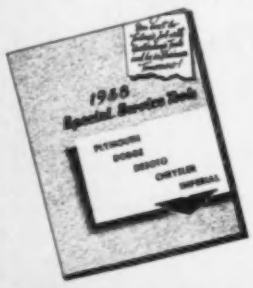


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*Import Sales Soar as GM Share Dips . . .*

# Major Shifts Mark '57 Auto Market

(Continued from Page 7)

slip . . . Pennsylvania bars Sunday car sales . . . Only four truck makers boost first-half shares . . . ADSA organized by Oklahoma dealers to press for service-responsibility bonus plan . . . Canadian output off slightly from '56 . . .

House slates seat-belt probe . . . GM receptive to dealer service bonus but says new law is needed . . . Sales, profits slump indicates rough cleanup . . . S-P can survive, President Roy T. Hurley, Curtiss-Wright, tells probers . . . J. O. Wright, Ford division general manager, predicts sale of a million station wagons in 1958.

* * *

## August

Senator Monroney calls ADSA bonus plan legal . . . Chrysler Corp. President L. L. Colbert is cool to NADA bonus proposal . . . Four-millionth car rolls off line 18 days ahead of '56 pace . . . AMC says it will revive 100-inch Rambler sedan in '58 . . . Unsafe trucks being "grounded," says Interstate Commerce Commission . . .

*GM sales share drops to five-year low . . . State branches sought by ADSA . . . NADA asks "united front" as ADSA seeks makers' aid . . . '57 stocks top 750,000; cleanup crisis looming . . . Ford Motor's long-awaited Edsel makes bow . . . New-car sales reach four million . . . Car production hits summer peak . . . NADA's Bell to see makers for bonus parleys . . .*

UAW President Walter P. Reuther asks price cuts on '58s . . . GM opens defense books to U. S. . . . British car exports to U. S. set record of 8,300 in month . . . Number of Edsel dealers signed reaches 219 . . . Factory-sales contests seen spurring bootlegging.

* * *

## September

Dealer profit in first half up 1.7 percent . . . Most makers offering bonuses to spur sales . . . Changeovers cut auto output . . . Used-car demand, prices continue high . . . S-P second-quarter loss put at $4 million . . . Ford Motor Co. confirms '58 price boost . . . Truck sales drop 7 percent in first half . . . ADSA holds bonus rallies in Missouri and Texas . . . Heavy car sales seen for rest of '57 . . .

*Lincoln and Mercury divisions merged . . . 500 new members claimed by ADSA . . . U. S. new-car exports sink to '57 low . . . Court upholds GM methods in terminating distributors . . . Signing of 180 more dealers brings Edsel total to 640 . . . 80 million U. S. cars seen on road by 1967 . . . Back us or remain neutral, ADSA urges NADA . . . Buick General Manager Edward T. Ragsdale sees '58 sales hitting six million . . .*

Rise in truck registration reverses 13-month trend . . . '57 cleanup steady, due to "fall boom" . . . AMC President George Romney urges industrywide bargaining in fight on inflation . . . University of Michigan economist predicts '58 sales will top '56 and '57 . . . Dealers seek cars to beat cleanup shortage . . . AMC sets '58 sales sights at 180,000 cars . . . 13-inch wheel on U. S. cars seen by '61 . . . U. S. vetoes duPont proposal on GM stock.

* * *

## October

Model run ends with '57 output below '56 . . . Cadillac General Manager James M. Roche predicts expanding luxury market . . . John O. Munn, Automotive News dealer advisory editor, dies at 71 . . . Three new Continental models scheduled for '58 . . . Edsel dealer total hits 850 . . .

*Justice Dept. bars area bonus plans; ADSA halts drive . . . Medium-price cars show sales gain . . . Cleanup sales cut stocks to 596,041 cars . . . Look magazine predicts '58 sales may hit 5.8 million . . . Production of '58 cars hits highest level of month . . . Used-car stocks up, profits down . . . Support grows for suit to test security pacts . . . Better car distribution seen curbing cross-selling . . . L-M General Manager James J. Nance sees '55 buyers flocking to '58 market . . .*

Rambler introduces Ambassador V-8, successor to Nash and Hudson . . . Foreign-car sales up sharply in Canada . . . New-car registrations hit five million, matching '56 pace . . . GM's nine-month profit dips to $603 million . . . Oklahoma dealers blast gimmick advertising . . . S-P ups '58 prices 3.2 percent.

* * *

## November

GM ends two-year freeze on new dealerships . . . GM, Chrysler Corp. and Lincoln boost '58 prices . . . Rising car output hits five-month high . . . Used-car demand, prices dip with '58 debuts . . . Used-car leader says territory plans peril independents . . .

*Ford Motor reports record nine-month sales; profit up 58 percent . . . U.S. proposes that duPont distribute GM shares to its stockholders . . . Dealer cancelled for premature sale of '58 Ford to used-car lot . . . Edsel helps Ford Motor lift third-quarter sales . . . Ford division shuffles '58 models to under-price rivals . . . Finance firms, banks hike floor-plan, retail interest . . . Two Flint dealers accused of "buying labor peace" from Teamsters.*

Ex-Defense Secretary Charles E. Wilson rejoins GM as director . . . '57 carryover, price hikes slow sale of '58s . . . New-car stocks dip to 464,000, best-balanced Nov. 1 inventory in four years . . . Senate group delays auto-price quiz . . . Used-car stocks hit six-month high . . . N. Y. dealers blast below-cost sales to State.

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## December

Cross-selling foes weigh appeal for Congressional study . . . Dealer profit dips to 1.5 percent for nine months . . . Chevrolet output soars; Ford and Plymouth lag . . . Six millionth car of '57 rolls off line . . . Ford Motor and Independents gain in new-car penetration . . . Winter buildup boosts dealer stocks to 510,000 . . .

*Colbert and Romney predict good business in '58 . . . New NADA "quality" bonus plan would reward territory sales . . . '57 is third-best year in car production . . . Romney reports AMC first-quarter profit may hit $3 million . . . Chrysler and Ford layoffs cut car output sharply . . . Auto executives look to '58 with measured optimism . . . New York dealers ask changes in build-out bonuses . . .*

Many firms, groups see overall upturn late in '58 . . . Excise-tax cut gives Canada car sales shot in arm . . . AMC sells old Hudson plant in Detroit . . . ADSA maps '58 campaign . . . Old Packard plant in Detroit sold by S-P . . . Tool-die shops in Detroit area blame foreign orders for biggest slump in 20 years.

AUTOMOTIVE ADVERTISING

IN 1957, as in previous years almost continuously for a quarter of a century, THE BUFFALO EVENING NEWS, a six day newspaper, stood in first place nationally in automotive advertising lineage . . . above all daily newspapers. (Source: Media Records, Inc.)

IN 1957, Buffalo and Erie County automobile dealers enjoyed their second best new car sales year in history.

IN 1957, national automotive manufacturers and local dealers recognized the excellence of the Buffalo Evening News as a contributing factor in this healthy sales picture by using more lineage in the News than any other year in history but one.

SELL THE NEWS READERS AND YOU
SELL THE *WHOLE* BUFFALO MARKET
OF OVER 1,600,000 PEOPLE

BUFFALO EVENING NEWS

KELLY-SMITH CO.—National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER


*Air Suspension a Major Item . . .*

# Highlights of Auto Engineering in '57

(Continued from Page 11)

of the brake drum. This would be impractical because braking surface is already reduced as much as it safely can be. Many engineers feel that the next smaller wheel must be accompanied by an inboard brake.

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## *Curb Speed Tendencies*

IN 1957 Buick made one of the more important brake changes in recent years by introducing aluminum front brake drums, which dissipate heat much faster, thus reducing the "fade" that comes with panic stops and other strains placed on brake systems.

Alerted last spring by a Congressional probe that auto-safety legislation was a definite possibility, the Automobile Manufacturers Assn. began taking a number of steps to show that the auto makers were concerned with traffic safety and not just with more powerful transportation.

**The most notable action taken was the AMA resolution that urged the auto makers to de-emphasize power by (1) withdrawing from all active participation in stock car racing, (2) by placing less emphasis on power in their advertising and (3) by withdrawing from the "horsepower race."**

Of course, the auto makers were prevented by lead time requirements from limiting their horsepower increases on the '58 cars—and horsepower on all lines rose an average of 7 percent, or 20 horsepower per car. Lincoln, with its one 375-horsepower engine, had the highest average '58 horsepower while Mercury's 400-horsepower engine was the most powerful single engine.

Rambler, with four engines, had an average horsepower of 185, making it the only car to decrease its average horsepower last year.

* * *

THERE were several new engines last year. Among these were the Ford 332-inch displacement engine, the Ford 352-inch displacement engine, the Chevrolet Turbo-Thrust engine, the Plymouth Golden Commando engine, the Dodge Ram Fire engine and four Mercury Marauder engines.

The Ford engines introduced machined, wedge-type combustion chambers which replaced the usual cast surfaces. The combustion chambers on Chevrolet's power plant are entirely within the block.

Two new transmissions were brought out. These were Ford's Cruise-O-Matic and Buick's Flight-Pitch Dynaflow.

**In addition to the power ban, the AMA also conducted a public relations program to educate the public on the safety advances made down through the years by the auto industry.**

Fuel injection, considered the future Messiah of the auto industry a few years ago, made some confused progress last year when it was announced that six more '58 cars—Pontiac, Imperial, Chrysler, DeSoto, Dodge and Plymouth—would offer it as an option for something under $500.

The year before Chevrolet and Rambler offered FI. Chevrolet sold about 2,500 of the Rochester Products system, but American Motors backed out on its offer of the Bendix Electrojector system (the same system introduced for the Chrysler Corp. cars) on the grounds that the production models did not function as well as the engineering models of the system did.

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## *FI and Paints*

ALTHOUGH few FI systems were installed on the Chrysler Corp. cars, the corporation denied reports that it had ceased offering fuel injection.

Even Chevrolet, which continued to offer FI in 1958, concluded that it was a luxury of dubious value that the consumer was unwilling to pay for at present.

**Some rather rare engineering chores were performed by the Pontiac and Buick engineers who had to adapt the English-built Vauxhall and the German-built Opel for the American market.**

This adaptation was required principally because of the varied safety regulations in each of the 48 states, all of which apparently are much more demanding than the European safety codes.

Included in the items to be adapted or installed were special safety glass, license mounting brackets, turn indicators and American-style radio dials.

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IN THE past year, the paint companies for the first time began to push their new acrylic lacquers, which have a much harder finish and better resist chipping and chalking and retain the lustre longer than other lacquers.

DuPont's acrylic lacquer, Lucite, was made available for all GM cars this year as an extra, costing up to $215 on a Cadillac. There is no charge for it on Chevrolets and Corvettes.

**In the early months of 1958, GM's Technical Center engineers announced an automatically guided car that was steered by an electric cable embedded in the road.**

Although the device has no practical value at present, it was considered an important step toward the day when a car would automatically take its occupants across the country.

Dr. Lawrence R. Hafstad, research staff vice-president, said the car was guided by a small electronic analogue computer and a servo motor system which followed the magnetic path produced by 40 watts of electricity in the highway cable, buried ⅜ of an inch in the concrete.

# 1957 CAR MAKERS' CHRONOLOGY

## Buick

VITAL STATISTICS: Production, 407,271. Models, 20, ranging from Special two-door sedan, $2,352, to Roadmaster 75, four-door Riviera, $4,080. Factories, main plant, Flint; assembly plants in Arlington, Tex.; Atlanta; Framingham, Mass.; Kansas City, Linden, N. J.; Los Angeles; Wilmington, Del. Employes, 16,555. Registrations, 394,878.

MILESTONES: Aluminum brake drum introduced on front wheels of four series. Limited series brought back to top of Buick line after 16-year absence. German-made Opel introduced through Buick dealers. Millionth power brake unit installed.

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## Cadillac

VITAL STATISTICS: Production, 153,236. Models, 12, ranging from "62" Coupe, $4,375, to Eldorado Brougham, $13,074. Factories, main plant, Detroit. Employes, 10,500. Registrations, 141,209.

MILESTONES: Air Suspension made available on all production cars at option, except on Brougham where it is standard. Cadillac's percentage of fine car sales market reached record all-time high of 48.9 percent. New Sheet Metal plant, known as Plant 4, opened in Detroit. Production highs: Weekly, 3,975, week of Nov. 18; daily, 765, May 1; monthly, 15,094, January.

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## Chevrolet

VITAL STATISTICS: Production, 1,522,536 cars; 351,739 trucks. Models, 20, ranging from Delray Utility Sedan, $1,824 to Corvette V-8, $3,335. Factories, main plant, Flint; assembly plants, Atlanta; Baltimore; Bloomfield, N. J.; Janesville, Wis.; Kansas City; Los Angeles; Norwood, O.; Oakland, Calif.; St. Louis; Tarrytown, N. Y.; Ypsilanti, Mich. Employes, 94,000. Registrations, 1,456,288 cars; 290,960 trucks.

MILESTONES: May 16, the 37 millionth vehicle (truck) built at Ypsilanti, Mich. November 15, the 38 millionth vehicle built at Flint. November 18, the 5 millionth Powerglide produced at Cleveland.

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## Chrysler

VITAL STATISTICS: Production, 151,792. Models, 23, ranging from Chrysler Windsor four-door sedan, $2,811, to Crown Imperial limousine, $14,019. Factories, main plant, Detroit; assembly plant, Los Angeles. Employes, 10,000. Registrations, 139,453.

MILESTONES: Auto-Pilot, first automatic superhighway accelerator introduced; Imperial more than triples its sales in a single year; Imperial wins sweepstakes and Chrysler wins its class in Mobilgas Economy Run; Chrysler 300D introduced with fuel injection; Division introduces first integrated mechanical-electrical door locks and 11x14 tires, biggest production passenger car tires in world; Offers first dual-evaporator and blower air conditioning units and new limited-slip differential.

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## DeSoto

VITAL STATISTICS: Production, 117,747. Models, 18, ranging from Firesweep four-door sedan, $2,732.25, to Golden Adventurer convertible, $4,217.25. Factories, two plants, Detroit; assembly plant, Los Angeles. Registrations, 103,915.

MILESTONES: Introduces Firesweep series with 122-inch wheel base; also Golden Adventurer convertible and three station wagon models. Enjoys third best model year in history. DeSoto initiates see-and-drive merchandising campaign at shopping centers.

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## Dodge

VITAL STATISTICS: Production, 289,141 cars, 78,633 trucks. Car models, 24, ranging from Coronet two-door sedan, $2,235, to four-door, Custom Sierra, $3,072. Factories, Main plant, Detroit; assembly plants, Los Angeles and Newark, Del. Registrations, 257,488 cars and 49,431 trucks.

MILESTONES: Dodge Truck established truck centers across the nation, stocked with medium and heavy-duty and 4-wheel drive units. Domestic retail sales increase and station wagon output doubled. Under U.S.A.C. sanction, 1958 Dodge established Detroit-Miami economy record of 22.9 miles per gallon.

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## Ford

VITAL STATISTICS: Production, 1,522,408 cars; 337,123 trucks. Models, 20, ranging from Custom 300 Business Tudor Sedan, $1,799, to Thunderbird hardtop convertible, $3,330. Factories, main plant, Dearborn; assembly plants, Atlanta; Chester, Pa.; Chicago; Dallas; Kansas City; Long Beach, Calif.; Lorain, O.; Louisville; Mahwah, N. J.; Memphis; Norfolk, Va.; San Jose, Calif.; St. Paul. Employes, 51,695. Registrations, 1,493,617 cars; 277,301 trucks.

MILESTONES: Ford attains car registration leadership in 1957, introduces fully retractable hardtop, establishes quality audit program, introduces Ranchero, and produces last two-passenger Thunderbird.

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## Edsel

VITAL STATISTICS: Production, 54,607. Models, 18, ranging from Ranger two-door sedan at $2,300 to Citation convertible, $3,489. Plants at Louisville, Mahwah, N. J.; San Jose, Calif.; Somerville, Mass.; Wayne, Mich., and Los Angeles. Registrations, 26,681.

MILESTONES: America's newest car was introduced Aug. 27, 1957, and shown in 1,060 dealerships on Sept. 4. First pilot models were produced in April, with full production beginning in July.

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## Lincoln

VITAL STATISTICS: Production, 37,870. Models, eight, ranging from Capri two-door hardtop, $4,803, to Continental convertible, $6,283. Factories, Wixon, Mich., Wayne, Mich. (for 1957 models), and Allen Park, Mich. (for Continental Mark II models). Registrations, 36,681 Lincolns and Continental Mark IIIs, 617 Continental Mark IIs.

MILESTONES: New assembly plant to produce integrated body and frame vehicles opened Apr. 15.

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## Mercury

VITAL STATISTICS: Production, 274,820. Models, 18, ranging from Monterey two-door sedan at $2,352 to convertible cruiser at $3,773. Assembly plants at Wayne, Mich.; Metuchen, N. J.; St. Louis, and Los Angeles; separate station wagon body plant at Wayne. Registrations, 260,573.

MILESTONES: Mercury selected as pace car for the 1957 Memorial Day 500-Mile race at Indianapolis; James J. Nance, vice-president of Ford Motor Co., appointed general manager of new Lincoln and Mercury Division; Ben D. Mills, Ford vice-president, appointed assistant general manager; Joseph E. Bayne named general sales manager; expanded line of Mercurys for 1958 announced with 20 models, including new Park Lane series. Los Angeles production moved to new Mercury plant beginning with 1958 model run.

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## Oldsmobile

VITAL STATISTICS: Production, 390,091. Models, 17, ranging from series 88 two-door sedan at $2,514, to series 98 convertible at $3,915. Factories, main plant, Lansing; assembly plants; Arlington, Tex.; Atlanta; Framingham, Mass.; Kansas City, Kans.; Linden, N. J.; South Gate, Calif.; Wilmington, Del. Employes, 12,813. Registrations, 371,596.

MILESTONES: Printed electrical circuit introduced. In January, Oldsmobile introduced the J-2 Rocket engine, utilizing three dual carburetors and developing 300-horsepower or more. The three-millionth Rocket engine was manufactured in February, and in November, the six-millionth Oldsmobile was built. The 1958 Oldsmobile line, introduced in November, 1957, featured the Trans-Portable radio, New-Matic Ride, and air suspension with a closed system, and a 265-horsepower Rocket engine in the Dynamic 88 series, which features a two-barrel Econ-o-Way carburetor for greater fuel economy.

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## Packard

VITAL STATISTICS: Production, 5,495. Models, two, ranging from Clipper deluxe four-door sedan, $3,212, to Clipper four-door station wagon, $3,384. Factories, main plant, South Bend, Ind. Employes, 9,000. Registrations, 5,189.

MILESTONES: Rear seat safety roll added as standard equipment. Seventy-three percent increase in Packard Clipper dealers announced. Rear-facing hideaway seat for station wagon offered as optional equipment. Packard Hawk, with European Grand Prix styling, makes debut.

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## Plymouth

VITAL STATISTICS: Production, 651,008. Models, 35, ranging from Plaza six business coupe, $1,873.75, to Fury, V-8 two-door sports coupe, $2,900.25. Factories, main plant, Detroit; assembly plants, Los Angeles; Evansville, Ind., and Newark, Del. Registrations, 595,503.

MILESTONES: Plymouth builds 10-millionth car, a two-door Sport Coupe hardtop, on Jan. 24, 1957. Production of Plymouth cars at corp.'s Newark assembly plant begins Apr. 30. On Sept. 27, two Plymouths complete record 58-day, 58,000-mile endurance run from Los Angeles to Miami Beach. Plymouth introduces Torque-Flite transmission, compound windshield on convertible line, and locked luggage compartment and rear facing third seat in Suburban station wagon.

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## Pontiac

VITAL STATISTICS: Production, 343,298. Models, 17, ranging from Chieftain V-8 two-door sedan, $2,463, to Safari custom four-door station wagon, $3,636. Factories, main plant, Pontiac; assembly plants, Arlington, Tex.; Atlanta; Farmington, Mass.; Kansas City; Linden, N. J.; Los Angeles; Wilmington, Del. Employes, 14,332. Registrations, 319,719.

MILESTONES: Introduction of Bonneville convertible coupe with fuel injection. Celebration of 50th anniversary of car production.

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## Rambler

VITAL STATISTICS: Production, 109,178. Models, 19, ranging from Rambler American Deluxe sedan, $1,789, to Ambassador V-8 by Rambler custom hardtop Cross Country station wagon, $3,116. Factories, assembly plant, Kenosha, Wis.; body plant, Milwaukee. Employes, 18,000 (American Motors total). Registrations, 91,469.

MILESTONES: Revived 100-inch wheelbase Rambler American. Introduced new Ambassador V-8 by Rambler on 117-inch wheelbase. First maker to use new "body-dip" painting process to rust-proof car bodies. Two Ramblers set economy records: A Rambler "6" sedan averaged 33.93 miles per gallon of gasoline on a border-to-border run from Winnipeg, Canada, to Monterrey, Mexico; a Rambler American averaged 35.39 miles per gallon from Los Angeles, Calif., to Miami, Fla.

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## Studebaker

VITAL STATISTICS: Production, 67,394 cars; 9,374 trucks. Models, 21, ranging from Scotsman two-door sedan, $1,776, to Golden Hawk, $3,181.82. Factories, main plant, South Bend, Ind. Employes 9,000. Registrations, 62,565 cars, 6,547 trucks.

MILESTONES: Agreement to market Mercedes-Benz cars in the U. S. announced. Scotsman line of economy cars introduced in June. Air conditioning made available for Golden Hawk. Dealers pledge 100 percent adherence to Studebaker-Packard Dealer Advertising Associations.

We select your best prospects out of the crowd... persuade them with powerful person-to-person advertising through the mail... bring them to you in a buying mood!

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# AUTOMOTIVE NEWS FAMILY ALBUM

**An industry is composed, in the last analysis, not of land, buildings or machinery, nor even capital invested, patents owned nor number of stockholders—**

**—An industry is the men who make it!**

**This feature of the Automotive News Almanac is therefore incorporated for the purpose of parading, face-to-face, the men who today are contributing their brains, their acumen and their energy to keeping "the world on wheels!"**

**The Editors.**

**ABELES, JAMES D.**, pres. of Purolator Prod., Inc., since 1955. Born New York City Mar. 24, 1916. M. I. T. Entered automobile business in 1940 at Newark, N. J. as cost engr. with Purolator Products.

**ADAMS, JOSEPH E.**, vice-pres. of manufacturing, truck div. of White Motor Co. since 1956. Born Cleveland, O., 1913. M. E. Carnegie Inst. Technology. Entered automobile business in 1944 with present company as director of material control.

**ANDERSEN, GEORGE B.**, mgr. of auto. refinish sales, Ditzler Color Div., Pittsburgh Plate Glass Co., since 1957. Born Merrill, Wis., Aug. 21, 1905. Entered automobile business in 1925 at Racine with Nash Motors Co.

**ARCHAMBAULT, BENNETT**, pres. and dir. of Stewart-Warner Corp. since 1954. Born Oakland, Calif., Nov. 20, 1909. Massachusetts Institute of Technology, S. B. degree. Entered automobile business in 1954 at Chicago as president of Stewart-Warner.

**BACON, THOMAS P.**, president of Bacon Vulcanizer Mfg. Co., Oakland, Calif. Born in Calif. Mar. 2, 1911. Calif. College of Business. Entered the mold mfg. business in 1930 and pioneered the development of aircraft tire recapping machinery.

**ABERNETHY, ROY**, vice-pres. chge. of automotive distribution and marketing of American Motors Corp. since 1955. Born in West Monterey, Pa., Sept. 29, 1906. Started in automobile business with Packard Pittsburgh distributor as shop apprentice in 1925 and became vice-pres. chge of sales, Nash Motors Div. in 1954.

**ADAMS, THOMAS H.**, pres. of Campbell-Ewald Co. since Feb., 1958. Born Detroit, Mich., Sept. 16, 1919. Entered automobile adv. as radio copy writer in 1945.

**ANDERSON, EDMUND E.**, dir. of automotive styling of American Motors Corp. since 1955. Born South Boardman, Mich., June 4, 1906. Graduate of Univ. of Detroit. Entered automobile business in 1935 as designer for General Motors Corp. Formerly was chief stylist of both Oldsmobile and Chevrolet before joining Nash in 1950.

**ARMACOST, ROBERT SHAW**, pres. of Armacost Motors, Inc., since Sept. 10, 1923. Past Pres., National Automobile Dealers Assn. Born Cincinnati, O., Jan. 27, 1899. Entered automobile business Jan., 1920, at Cincinnati with Studebaker distributor as used-car salesman.

**BAEHLER, OSCAR H.**, vice-pres. and gen. mgr. of National Market Reports, Inc. since 1954. Publ. of Automotive Service Digest. Formerly VP & Gen. Mgr. Butler Motors, Inc. Born St. Louis, Mo., March 17, 1894.

**ACKERMAN, PAUL C.**, with Chrysler Corp. as vice-pres. dir. of engrg. since 1956. Born Erie, Pa., Nov. 4, 1899. University of Michigan. Entered automobile business in 1922 with Maxwell Motor Co.

**AITKEN, MURRAY**, with Dodge as operating mgr. of the Dodge Truck plant, since Oct. 15, 1956. Born Galt, Ontario, Canada, Nov. 19, 1910. Entered heavy motor vehicle industry in 1933 as design eng. with Kenworth Motor Truck Co.

**ANDERSON, JOSEPH A.**, with AC Spark Plug Division, General Motors Corp., as general manager since October, 1953. Born Ishpeming, Mich., Feb. 26, 1900. Entered automobile business in 1924 at Flint with AC Spark Plug Division as foreman of Speedometer inspection.

**ARNOLD, CHARLES F.**, with Cadillac as chief engr. Born Harrison, O., Feb. 20, 1900. Univ. of Cincinnati. With Cadillac since Sept., 1925. Entered automobile business May, 1923, with Studebaker Corp.

**BALDWIN, WALTER D.**, with United States Rubber Co. as asst. gen. mgr. since 1957. Born in California on Jan. 16, 1909. Univ. of Calif. B.S. degree. Entered rubber business in 1932 at Spokane, Wash., with United States Rubber Co., as salesman.

**ADAIR, J. DOUGLAS**, with Kent-Moore Organization, Inc., as pres. since 1947. Born Ardmore, Pa., May 24, 1918. Dartmouth. Entered automobile business in 1946 at Detroit with Kent-Moore Organization, Inc., as exec. asst.

**ALLAN, JAMES S.**, with Walker Mfg. Co. of Wis. as chmn. of the board since Jan., 1955. Born in Kirkwall, Scotland, 1889. Entered automobile business in 1924 at Racine, Wis., with Ajax Auto Parts Co. as asst. to pres.

**ANDERSON, ROBERT**, with Chrysler Corp. as exec. engr. chassis, electrical, truck design since 1957. Born Columbus, Neb., Nov. 2, 1920. Entered automotive industry as student in Chrysler's Institute of Engineering earning a Master's degree in Automotive Engineering in 1948.

**ARP, LEWIS B.**, vice-pres. and gen. mgr. of Bear Mfg. Co. since 1925. Born Tipton, Iowa, Jan. 10, 1907. Coe College.

**BALLANTYNE, ALAN A.**, with Monroe Auto Equipment Co. as adv. mgr. since 1948. Born Perrysburg, O. Ohio State Univ., B.S. degree. Entered automobile business in 1943 at Toledo, O., with Electric Auto-Lite as asst. to adv. mgr.

**ADAMS, CLARK M.**, vice-pres. of The Electric Auto-Lite Co., since 1948. Born June 18, 1896. Case School of Applied Science. Entered automobile business in 1919 with W. G. Nagel Electric Co.; later became vice-pres. of Moto-Meter Gauge and Equipment Co., which merged with Auto-Lite in 1934.

**ALLEN, PERRY E.**, pres. of Cal Corp. since 1956. Born Pontiac, Mich., Sept. 24, 1910. Entered automobile business in 1930 at Detroit as a dealer.

**ANDERSON, ROBERT E.**, joined Batten, Barton, Durstine & Osborn, Inc., Buffalo, 1936. Vice-pres. in chge. of Detroit office since 1950. Born Brooklyn, N. Y. Univ. of Pa. B. A. degree. Entered adv. business as salesman, Buffalo Evening News.

**ASHTON, JAMES E.**, vice-pres. and dir. automotive sales with J. W. Mortell Co. since 1942. Born Chicago, Ill. Entered automobile business in 1919 at Chicago with Yellow Truck & Coach Mfg. Co. as mechanic.

**BALTZLY, STANLEY M. JR.**, purch. agent of Chrysler Div., Chrysler Corp. Born Massillon, O., June, 1911. Randolph Macon Military Acad., Univ. of Alabama. Joined Chrysler Div. in 1956 as asst. purch. agent.

**ADAMS, CLYDE M.**, with Bohn Aluminum & Brass Corp. since 1924. Elected director 1949. Elected vice-president Dec. 28, 1954. Born Topeka, Kans., July 13, 1890. Univ. of Kansas. Entered automobile business in 1915 at Detroit with Aluminum Castings Co. as stores clerk.

**ALLEN, WADE W.**, president of Allen Electric and Equipment Co. since 1956, dir. since 1945. Born Altringham, England, April 15, 1912. Mich. State Univ., B.S. degree, Univ. of Chicago, M.S. degree. Entered automotive test equip. business in 1945 with Allen Electric and Equipment Co.

**ANDERSON, WENDELL W.**, with Bundy Tubing Co. as pres. and treas. since 1929. Born Detroit, Mich. 1901. Detroit U. school, Hill school, Yale, A.B. Alpha Delta Phi. Entered automobile business in 1929 in Detroit with Bundy Tubing Co.

**ATHANSON, WILLIAM J.**, with Jarecki Corp. as vice-pres. chg. of sales, on bd. of dir. Formerly with National Automotive Fibres, Inc. Born Feb. 1, 1909. Univ. of Detroit. Entered automobile business in 1927 with Briggs Mfg. Co.

**BANCROFT, RICHARD H.**, with Perfect Circle since Apr. 1, 1953 as division manufacturing manager over Perfect Circle's four Indiana casting plants; pres. of Centrifugal Foundry Co. Born Springfield, O., June 25, 1903. Ohio State Univ. B.Ch.E. Entered automobile business in 1931 with Perfect Circle as research engr.

**ADAMS, FRED W.**, director of automotive advertising and merchandising of American Motors since 1956. Born Kalamazoo, Mich., July 11, 1910. Graduate of Western Michigan College. Started in automobile business with Packard in 1941 and became adv. mgr. in 1948.

**ALLISON, DOUGLAS F.**, product program timing mgr. of M-E-L Div., Ford Motor Co. Born Windsor, Ont. Univ. of Detroit, B. A. E. degree. Entered automobile business in 1946 at Detroit with Ford Motor Co.

**ANZICK, ANTHONY J.**, with Anzick Manufacturing Co. as pres. since 1940. Born Elkland, Pa., Feb. 18, 1912. Entered automobile business in 1930 at Detroit, Mich.

**AULT, HARRY L.**, adv. mgr. of Chrysler Div., Chrysler Corp. Born Chicago, Ill., Aug 30, 1906. DePauw Univ., B.S. degree. Joined Chrysler Div. in 1955 as dealer adv. mgr.

**BANNISTER, JOHN G.**, President of National Automotive Fibres, Inc., since April, 1955. Born Berkeley, Calif., Oct. 27, 1913. St. Mary's College of California, B.S. degree. Entered automobile business in 1938 at Oakland with National Automotive Fibres, Inc.

**ADAMS, J. L.**, sales mgr. of Reo Div., The White Motor Co., since June, 1957. Born in Grand Rapids, Mich. Washington and Jefferson College, Univ. of Michigan. Entered automobile business in 1946 at Chicago as a sales representative for Bohn Aluminum Co.

**ALLMAN, LESLIE C.**, pres. of Allman Co., Inc. since 1951. Born and educated in Indiana. Entered automobile business with Fruehauf Trailer Co. sales and adv. dept., vice-pres. 1929-1951.

**APPLEMAN, ROY H.**, with Chrysler Division, Chrysler Corp., on staff of pres. since 1952. Born Put-in-Bay, Apr. 29, 1896. Entered automobile business in 1914 in Flint, Mich. With Chrysler Corp. since 1925.

**AULT, THOMAS J.**, pres. and gen. mgr. of Long Manufacturing Div., Borg-Warner Corporation, since 1954. Born Portland, Indiana, June 23, 1911. U.C.L.A., B.A. degree. Entered automobile business in 1935 at Muncie, Indiana, as trainee with Warner Gear Division, Borg-Warner Corporation.

**BARBER, B. NEWTON**, gen. merch. mgr. of Oldsmobile Div. since 1956. Born Beaver Dam, Wis., Sept. 14, 1899. Kemper and St. Johns Military Academies. Entered automobile business in 1941 at Oakland, Calif., with Oldsmobile Div.

# AUTOMOTIVE NEWS FAMILY ALBUM

**BARBY, CHARLES E.,** mgr. of Automotive Sales Fiber Glass Div. since 1956; dist. sales mgr. Pittsburgh Plate Glass Co. since 1951. Born St. Louis, Missouri, March 9, 1913. Central College, B.A. degree. Entered automobile business in 1951 at Detroit in present capacity.

**BAUBIE, JAMES A.,** with Chrysler Corporation as Dir. of Public Relations since 1957. Born June 19, 1907 at Detroit. Entered automobile business in 1951 with Chrysler Corporation as manager of Press Information Services.

**BAYNE, JOSEPH E.,** Lincoln and Mercury gen. sales mgr., M-E-L Div., Ford Motor Co. Born Detroit, Jan. 15, 1902. Detroit Junior College. Entered automobile business in 1924 at Detroit with John H. Thompson Co. retail salesman.

**BEACHAM, CHARLES R.,** vice-pres. of Ford Motor Co., asst. gen. mgr. of Ford Div. since 1957. Born McRae, Ga. Entered automobile business in 1926 at Jacksonville as travelling rep. for Ford Motor Co.

**BEATTY, WILLIAM H.,** with R. L. Polk & Co. as vice-pres. and gen. mgr. Born in Ossian, Ind., Feb. 27, 1903. Univ. of Illinois, A.B. degree. Entered automobile business in 1927 at Detroit with Associated Press as staff correspondent.

**BARDSLEY, P. E.,** sales and serv. mgr. of Delco-Remy Div., General Motors, since 1954. Born Fall River, Mass., 1904. Norwich Univ. Entered automobile business in 1926 at Anderson, Ind. as student engr. with Delco-Remy Div.

**BAUMAN, JOHN NEVIN,** with White Motor Co. as pres. since 1956. Born in Jeanette, Pa., March 11, 1899. Bucknell, Mich. M. E. Entered automobile business in 1922 in Cleveland, O., with White Motor Co. as technical apprentice.

**BAZNER, MARTIN W.,** with Ammco Tools, Inc., as vice-pres., sales mgr. since 1947. Born in Chicago, Ill., Sept 6, 1900. St. Johns Military Acad., Delafield, Wis. Entered automobile business in 1941 in New England with Ammco Tools, Inc., as dist. sales mgr. Director, National Standard Parts Assn.

**BEATTY, JOHN T.,** with United Specialties Co. of Illinois as president since 1939. Born in Muncie, Ind., Mar. 13, 1901. Princeton, B.S. Entered automobile business in 1929 at Chicago, Ill. as vice-pres. of United Air Cleaner Co., now a division of United Specialties Co.

**BECK, DANIEL L.,** Executive personnel specialist, sales trainer, and sales consultant. Born Denver, Col. Colorado School of Mines, E.M. degree. Entered automobile business in 1921 at Denver as retail salesman. Auto factory sales exec. 1931-1945. Entered own business in 1945.

**BARLOW, JACK R.,** mgr. of prod. adv., Chrysler Corp. Born London, England, Feb. 26, 1919. Kenyon College. Entered adv. field in 1939 as member of prod. staff with Charles M. Gray Agency.

**BARR, HARRY F.,** with Chevrolet Motor Division as Chief Engineer since 1956. Born Enid, Okla. 1904. Joined Cadillac after graduation in 1929. Served as Chief Engineer of Cadillac tank plant and assistant chief engineer of Cadillac prior to joining Chevrolet in 1952.

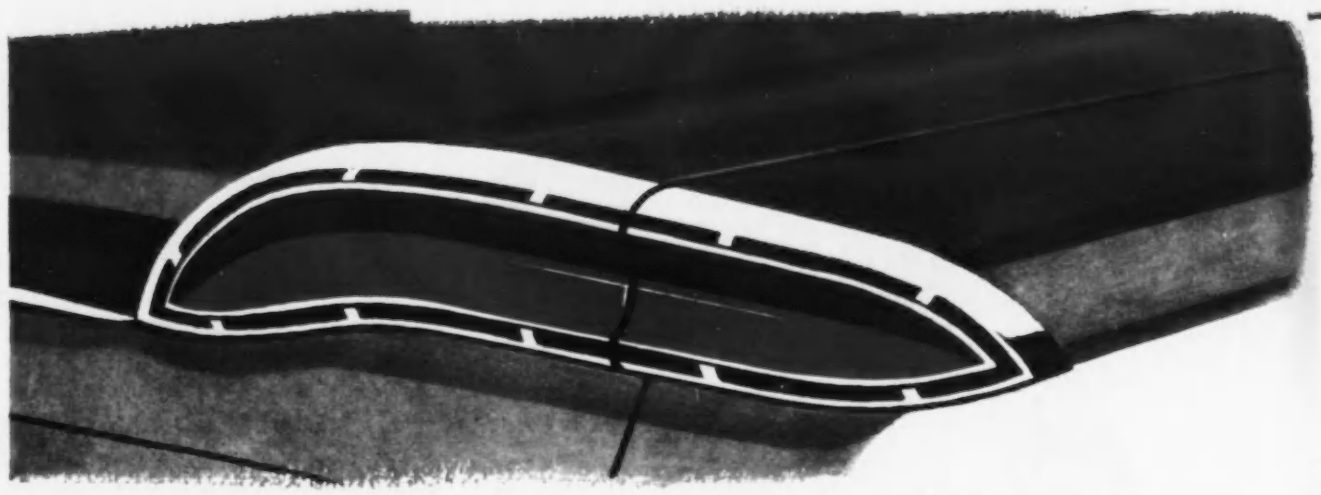
**BARRETT, HARRY B.,** with Barrett Equipment Co., since 1929, president and owner since 1935. Born in Illinois, Apr. 10, 1903. Business Administration, Brown's College. Entered automobile business in 1922 with Hollins and Arrousez Engineering Co., Los Angeles, Calif. and later became sales manager and chief engineer.

**BARRETT, WILLIAM R.,** with Rinshed-Mason Co. as vice-pres., gen. mgr. since 1952. Born in Allegan, Mich., May 30, 1918. Mich. State Coll., B.S. Chem. Engr.

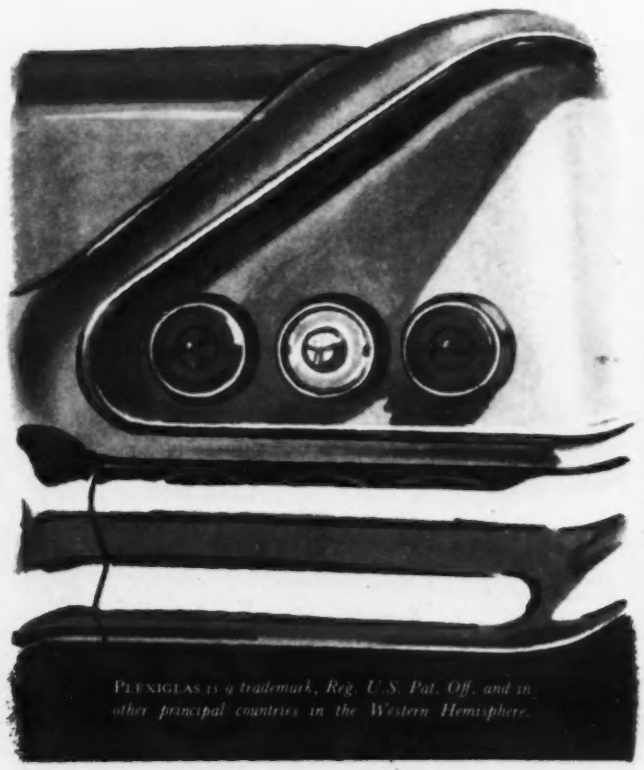
**BARTELL, CLARENCE C.,** with Timken-Detroit Axle Division, Rockwell Spring & Axle Co. as vice-pres. in charge of sales of axles and related equipment since 1953. Born Catawba Island, O. Oct. 11, 1907. Ohio State Univ. Entered automobile business in 1939 at Detroit with the Timken-Detroit Axle Co. as sales engineer.

**BARTHOLOMEW, EARL,** with Ethyl Corp. since 1926; dir. of tech. staff since 1951. Born in Norman, Okla., Jan. 1, 1901. Univ. of Oklahoma. A.B., B.S. in M.E., M.S. in M.E. Entered automobile business in 1926 in Yonkers, N. Y., with Ethyl Corp. as head of Automotive Research Div.

**BASTER, FOREST S.,** with White Motor Co. as vice-pres. in charge of engrg. since March 26, 1941. Born Gates Mills, O., Nov. 12, 1896. Case Institute of Technology. B. S. Entered automobile business in 1919 at Detroit with Packard Motor Car Co. as asst. engr. of design analysis.

You can tell them by their tail lights of



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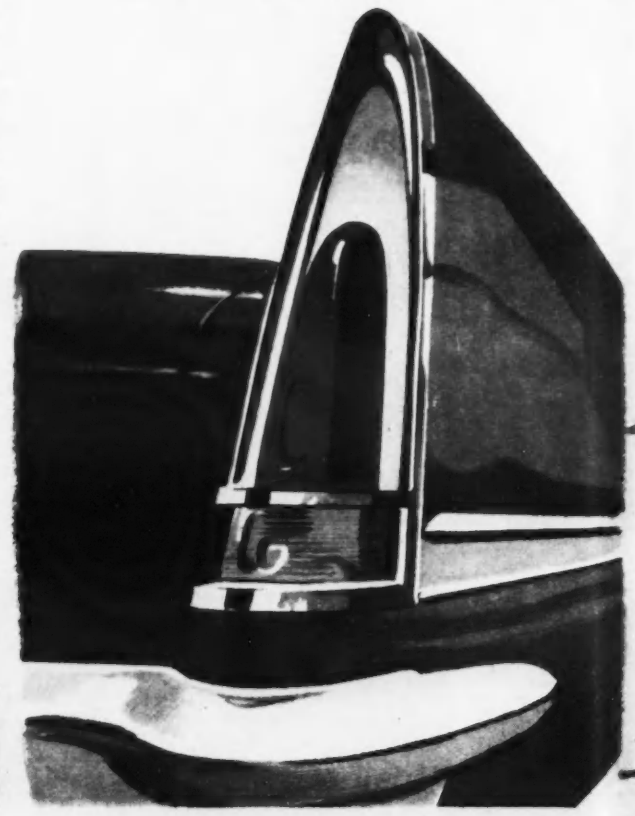


# AUTOMOTIVE NEWS FAMILY ALBUM

**BEEBE, LEO C.**, Edsel car marketing mgr., M-E-L Div., Ford Motor Co., since 1958. Born Williamsburg, Mich., July 20, 1917. Univ. of Mich. grad. Entered automobile business in 1945 with Ford Motor Co.

**BELL, FREDERICK J.**, exec. vice-pres. of the National Automobile Dealers Assn. since 1953. Born Norfolk, Va., Sept. 5, 1903. United States Naval Academy.

**BENDER, ROY B.**, general service manager of Studebaker Corp. and Studebaker-Packard Corp. since 1948. Born Grantsville, Md., Nov. 26, 1903. Allegheny College. Entered automobile business in 1924 with Ford Motor Co. as billing clerk.

**BENNETT, J. DOUGLAS**, with Fawick Corp. as assistant to president and general manager of Fawick Brake Division since 1951. Born Jersey City, N. J. Nov. 17, 1917. U. of M. B.S.M.E. degree. Entered automobile business in 1944 at Philadelphia with Empire Tractor Co. as vice president in chge. of engrg.

**BERG, HAROLD R.**, with Ethyl Corp. as sales coordinator since 1955. Born Manchester, N. H., Apr. 14, 1905. University of N. H., B.S.M.E. Entered automobile business in 1928 as field rep. with Ethyl Corp.

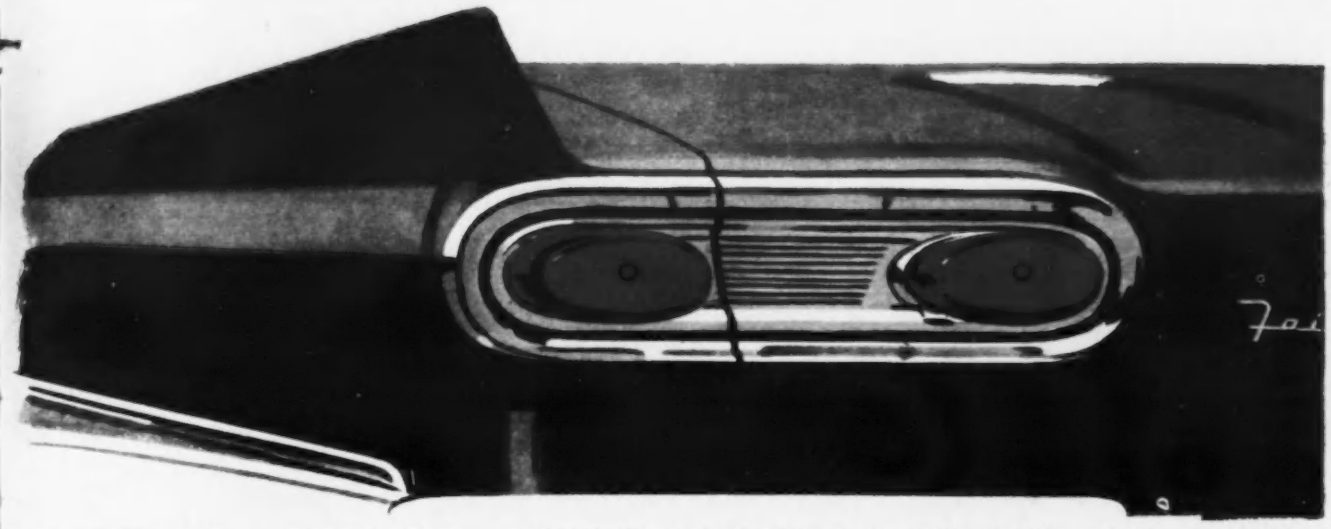
**BEHRMAN, RICHARD E.**, prod. mgr., tire division of United States Rubber Co., since 1955. Born Mattoon, Ill. Entered rubber business at Indianapolis, Ind., in 1922.

**BELTZ, LESTER L.**, chief engr.,-prod. engrg. office, hardware and accessories group, Ford Motor Co., since 1957. Born Lansing, Mich., Feb. 19, 1898. Entered automobile business in 1921 as lab. tech. for Reo Motor Co.

**BENNETT, GEORGE**, president and general manager of Borroughs Manufacturing Company since 1955. Born Bottineau, N. D., Dec. 19, 1910. General Motors Institute, B.I.E. degree. Wayne University, M. B. A. degree. Entered automobile business in 1928 at Flint with Chevrolet Division.

**BENTLEY, CALVIN P.**, chmn. of the bd. of The Mitchell - Bentley Corp. Born Owosso, Mich., May 28, 1883. Univ. of Mich. Entered automobile business in 1950 with Ionia Mfg. Co. as vice-pres. and dir.

**BERK, WILLIAM**, pres. of Supersite Corp. since 1948. Born in Poland, Sept. 30, 1892. Entered automobile business in 1915 at New York as pres. of American Auto Lamp Co.



**BERNARD, HARRY**, with Mack Trucks, Inc. as dir. of service since Jan., 1951. Born Montreal, Can., Nov. 28, 1901. Brown Univ., ScB. degree. Entered automobile business in 1917 at Providence, R. I., with Broadway Sales Co. as stock clerk.

**BERNITT, E. W.**, vice-pres. of automotive operations, American Motors Corp., since 1956. Born Detroit, Mich., June 5, 1910. University of Detroit, B.M.E. degree. Entered automobile business in 1935 at Detroit as plant engineer of Plymouth Division.

**BERRY, W. S.**, dir. of automotive research for American Motors Corp. since 1956. Born in Philadelphia Feb. 19, 1906. Cornell University M.E. degree. Entered automobile industry in 1929 with Nash as trainee.

**BETTE, A. J.**, with Johns-Manville Corp. since 1930, as mgr. of friction materials since Jan., 1953. Born New York, 1907. Manhattan Coll., N. Y. Univ.


# Plexiglas*

Chemicals for Industry

**ROHM & HAAS COMPANY**

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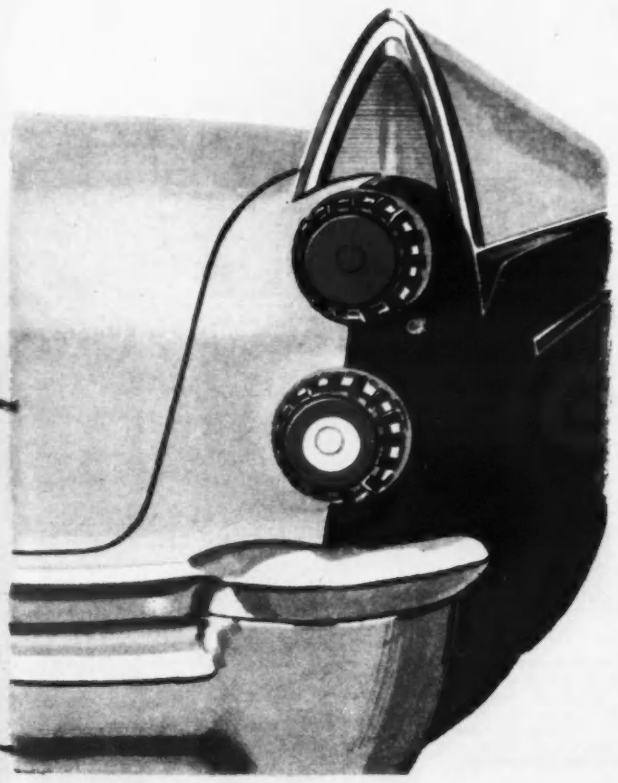


*acrylic plastic molding powder for tail lights, parking lights, instrument panels, nameplates, medallions and dials.

Detroit Representative: R. C. Oglesby, Nor-Way Building, 20211 Greenfield Road, BRoadway 3-0674.

Canadian Distributor: Crystal Glass & Plastics, Ltd., 130 Queen's Quay East, Toronto, Ontario, Canada.

**BICKEL, J. E.**, vice-pres. in chg. of merch. and dir. of Monroe Auto Equipment Co. since 1957. Oklahoma A & M. Entered automobile business in 1944 as asst. gen. sales mgr. with Monroe Auto Equip. Co.

**BIGELOW, J. J.**, with Sparton Automotive, div. of Sparton Corp. as sales mgr. since 1949. Born Hazleton, Pa., July 16, 1897. Carnegie Tech. Entered automobile business in 1917 at Hazleton, Pa., with Automotive Supply Co. as salesman.

**BIGGERS, JOHN D.**, with Libbey-Owens-Ford Glass Co., as pres. since 1930. Chairman since April, 1953. Born St. Louis, Dec. 19, 1888. Univ. of Michigan, A. B., L.L.D. degrees. Entered automobile business in 1926 at London, Eng., with Dodge Bros. Britain Ltd., as mng. dir.

# AUTOMOTIVE NEWS FAMILY ALBUM

**BIGGERS ROBERT L.**, with Chrysler Corp. as pres. of Fargo Div. since 1937. Born in Webster Groves, Mo., Jan. 8, 1897. Univ. of Mich. Entered automobile business in 1919 with Graham Bros. at Evansville, Ind. With Chrysler Corp. since 1925.

**BIRD, F. L.**, with DeSoto Div. of Chrysler Corp. as operating mgr. since 1952. Born Cleveland, O., 1919. Case Institute of Technology. Entered automobile business in 1941 as Chrysler student engineer.

**BISCHOFF, F. G.**, dir. of distribution of Plymouth Div. since June, 1953. Entered automotive industry in 1923 with Maxwell-Chalmers, predecessor of Chrysler Corp. Associated with the Plymouth distribution dept. since 1928.

**BLACK, C. B.** with Rockwell Spring and Axle Co. as exec. vice-pres., sales and marketing, since 1957. Entered auto business with Standard Steel Spring Co. as foreman, prod. mgr., sales mgr., vice-pres. in charge of sales, 1940-1957.

**BLACK, ROBERT F.** with White Motor Co. as chairman of the board since 1956. Born Harrisburg, Pa., Nov. 2, 1889. Mercersburg Acad., Princeton. Entered automobile business in 1910 at New York with Mack Truck Co. Inc. as factory worker.

**BILLINGHAM, RAY**, adv. rep. for Automotive News since 1951. Born Hudson, N. Y. Entered automobile business in 1937 at New York as automotive ad writer for Motor Age and Motor World.

**BIRD, WILLIAM J.** with Chrysler Corp., as staff exec. - automotive group, since 1956. Born Holden, W. Va., Oct. 7, 1909. Grad. Univ. of Mich., 1933, B. S. civil engrg. and trans. Associated with automobile business since 1934 when he joined Dodge Div. Chrysler Corp., in traffic department.

**BISHOP, MARDEN R.**, director of public relations for Willys Motors, Inc. Born in Ohio, 1912. Ohio State Univ. Entered automobile business in 1945 with Willys - Overland Motors.

**BLACK, ROBERT D.**, with Black & Decker Mfg. Co. since 1917. Now serving as chmn. of bd. and pres. Born in White Hall, Md., in 1896. Attended Northeastern College, Boston. Entered automobile business in 1917 at Towson, Md., as screw machine operator with Black & Decker.

**BLAINE, EARL C.**, vice-pres. and gen. mgr. of Automotive Div., The Budd Co., since Oct. 1957. Entered automobile business in 1916 at Flint, Mich. with Mason and Chev. Co.

**BLAIR, ROBERT F.** asst. gen. sales mgr. in charge of eastern and central regions of Buick Motor Div. Born West View, Pa., 1914. Entered automobile business in 1941 as serv. adjuster in Buick's Pittsburgh zone office.

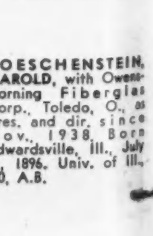
**BLANCHARD, DONALD D.**, with Society of Automotive Engineers since 1936 as staff engineer. Born in Ontario, Can., in 1895. Columbia Univ., E.E. degree Sigma Nu, Tau Beta Pi. Entered automobile business in 1920 with Motor World as asst. tech. editor.

**BLANCHARD, LYLE W.**, div. mfg. engrg. mgr. of Plymouth Div., Chrysler Corp., since June, 1957. Born Newberry, Mich., 1913. M.E. degree. Was associated with Ford Motor Co. prior to joining Plymouth.

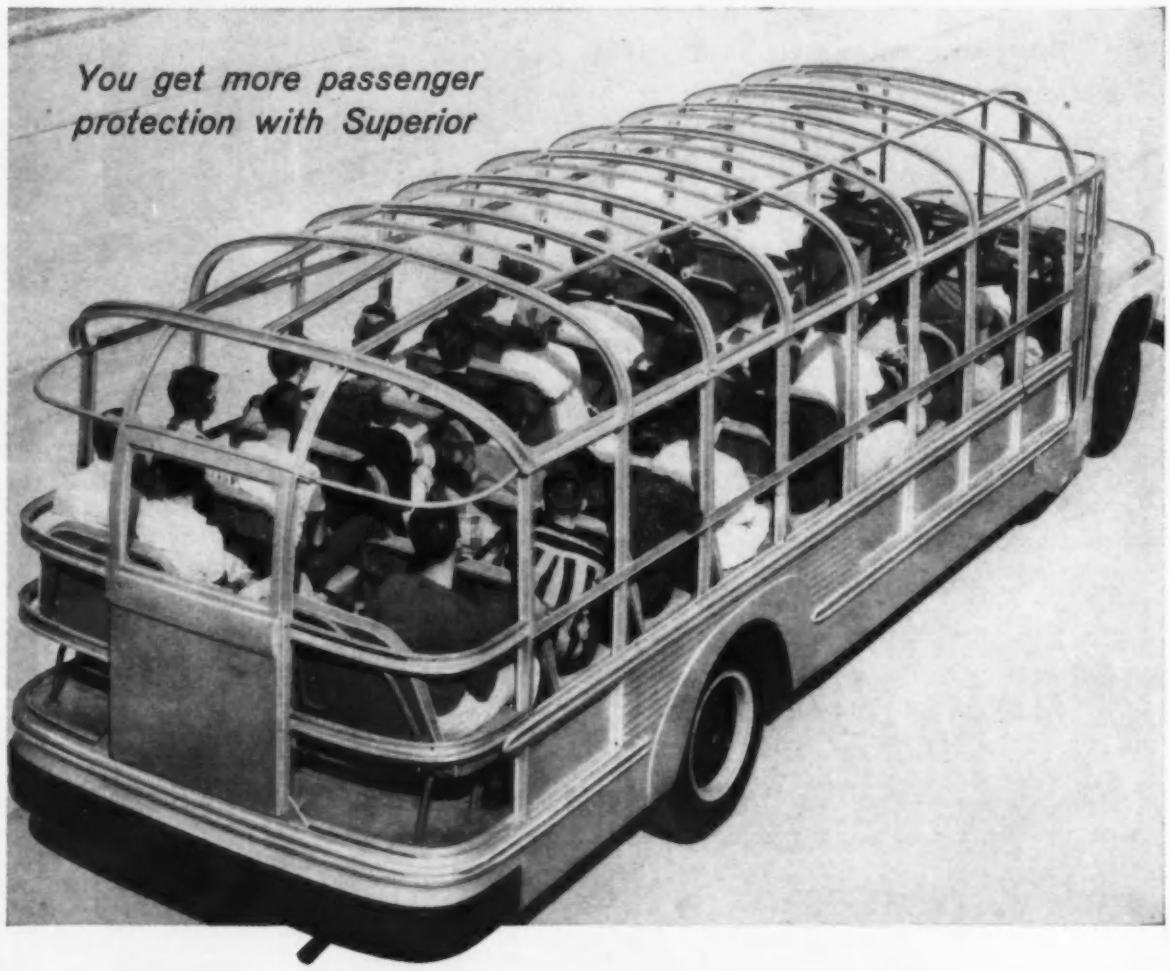
**BLANCHARD, WALTER E.**, with Ford Motor Co. as advertising assistant since 1942. In charge of truck advertising, Ford Division. Born in Detroit, Mich. Entered automobile business with Hupp in 1914.

**BLANK, WILLIAM E.**, with The Electric Auto-Lite Co. as vice-pres. in charge of marketing. Born in Newport, Ky., Aug. 20, 1900. Entered automobile business in 1921 at Cincinnati, O.

**BODKIN, EDWIN O.**, with McCord Corp. as adv. mgr. since 1923. Born in London, Ont., Aug. 25, 1897. London C. I., Toronto Univ. Entered automobile business in 1918 at Detroit with Packard Motor Car Co. as transp. engr.



**BOESCHENSTEIN, HAROLD**, with Owens-Corning Fiberglas Corp., Toledo, O., as pres. and dir. since Nov., 1938. Born Edwardsville, Ill., July 21, 1896. Univ. of Ill., '20, A.B.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This is an X-ray view of the brawn and muscle behind the sleek exterior of your new Superior. Note the safe, sure protection of steel for every passenger . . . a roof strong enough to support the entire bus *upside down;* a welded steel foundation reinforced every 9 inches; side rail protection at the floor line, at the seat level, and again at shoulder height. Exterior panels are ribbed for extra strength and impact resistance. Extra heavy steel reinforcing members guard back-seat passengers in this potentially dangerous area. These are but a few of the structural features that spell *"passenger safety"* at Superior—for the most important passengers in the world. Superior Coach Corporation, Lima, Ohio • Kosciusko, Mississippi.

# SUPERIOR

Revolutionary Super-Zinc Kote Steel • Complete Side Fluted Body Panels • Heater Fresh-Air Scoop • Right-hand Heater and Door Defroster • 3 Front Ends • No Windshield Distortion Area • Flush-Mounted Windshields • 16-Gauge Front Cowl Panel • Longer Entrance Grab Rail • Nylon Sleeve on Door Control • Improved Decency Panel • Stronger Passenger Seat • Durable "Zinc-Grip" On Framework • Exclusive Superior Oval Roof Lamps • Rub-Bub Step Plate • Improved Rear Exit Door • Buzzer Warning Switch • Ball-Bearing Door Control • Improved Heater, Defrosting, Ventilating System • Super-Rigid Steel • Epoxy Resin-Base Primer • Two Rows of Dome Lights • Bottom-Mounted Windshield Wipers • Abrasive Safety Tread Step Edgings • Heavy-Duty Box-Type Rear Bumper • Bronze Pins, Piano Hinges on all Doors • 16 Welded Roof Reinforcing Members • Intermediate Roof Bows • Floor Sill Mounted Seats • Circuit Breakers—No Fuses • Safety Exit Door

# AUTOMOTIVE NEWS FAMILY ALBUM

**BOGAN, B. W.**, exec. engr., auto group, Chrysler Corp., since 1956. Born Lafayette, Ind., Jan. 21, 1909. Purdue Univ., B.S., M.E. degrees. Entered automobile business in 1933 as student engr. at Chrysler Corp.

**BOWIE, CHESTER EUGENE**, asst. gen. sales mgr., Lincoln and Mercury, M-E-L Div., Ford Motor Co. Born in Cincinnati, O., Dec. 30, 1906. Drake Univ. Entered automobile business with Ford as clerk in 1929.

**BOYES, DONALD L.**, with Delco-Remy Div. as gen. mgr. since Sept., 1957. GM Inst., Mass. Inst. of Tech. Entered automobile business as student at GMI on June 18, 1928 doing cooperative work at AC Spark Plug Div.

**BRADEN, E. M.**, with Chrysler Corp. as central area dir. of field operations - group marketing, since 1956. Born Limon, Colo., Nov. 5, 1910. Entered automobile business 1941 with Dodge Division, Chrysler Corp., as Pittsburgh District manager.

**BRADLEY, DAN T.**, vice-pres. and technical advisor, Clevite Harris Products, Inc., unit of Clevite Corp. Born Grand Rapids, Mich. Oberlin College. Entered automobile business in 1922 with Paige Detroit Motor Co.

**BOGGS, ORVALLE**, general sales manager, Allen Electric and Equipment Co., since July, 1957. Born Fayette, Ky., Jan. 26, 1915. 2 years zone sales manager, 9 years division manager with Allen.

**BOYD, VIRGIL E.**, field sales mgr. of American Motors Corp., since 1956. Born Benton, Kans., July 8, 1912. Univ. of Michigan. Entered automobile business in 1931 as asst. accounting mgr. for General Motors Acceptance Corp.

**BRACKEN, D. J.**, gen. mfg. mgr. of M-E-L Div., Ford Motor Co., since 1953. Born in Kansas City, Mo., on Aug. 16, 1911. Entered automobile business in 1928 with GM as engineering student.

**BRADLEY, ALBERT**, chmn. of bd. of General Motors Corp. since 1956; with GMC since 1919. Born Blackburn, Eng., May 29, 1891. Dartmouth, B.S.; Univ. of Mich., A.M., Ph.D. Entered automobile business in 1919 at Detroit with General Motors Corp. as asst. to compt.

**BRADLEY, HOWARD E. JR.**, adv. rep. for Automotive News since 1954. Born Jersey City, N. J., Oct. 2, 1926. St. Peter's Coll., B.S. degree. Entered automobile business in 1954 at N. Y. with Automotive News.

**BOLEN, EDWARD P.**, vice-pres. in charge of engrg. of National Automotive Fibres, Inc. since 1929. Born Ionia, Mich., July 15, 1892. Pere Marquette School of Drafting. Entered automobile business in 1916 at Grand Rapids as asst. supt. of trim. at Hayes Body Corp.

**BOLL, JOHN A.**, sales mgr. Fisk-Gillette tire division of United States Rubber Co., since 1950. Born March 21, 1900. Entered the rubber business in 1926 as a credit man in U. S. Rubber's New York office.

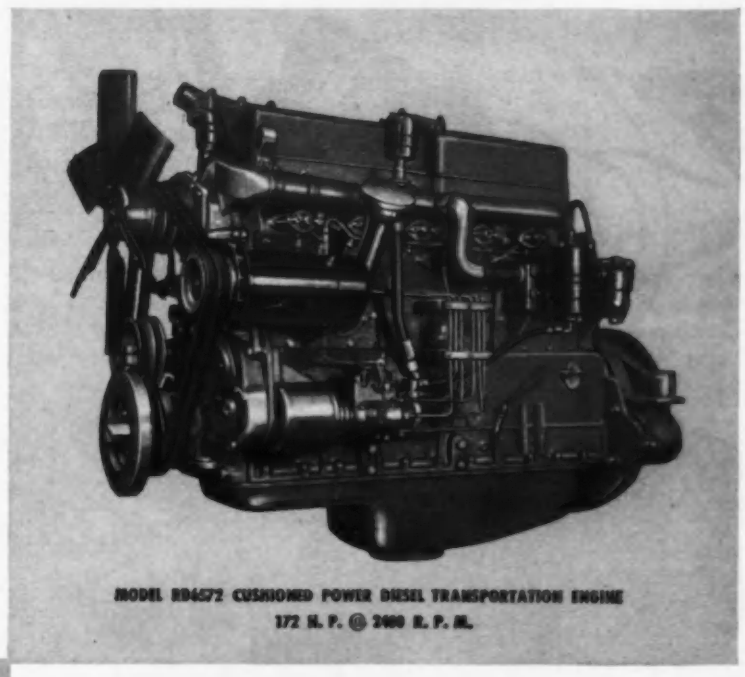
**BOLLES, J. H.**, dir. of sales and engrg., Delco-Remy Div., General Motors Corp. Born Bowling Green, Ohio, April 10, 1898. Ohio Wesleyan Univ. Entered automobile business in 1920 with Delco-Remy Div.

**BORG, GEO. W.**, with Borg-Warner Corp. as dir. since 1929; Borg & Beck div. chmn. of Supervisory board. Also chmn. of bd. of The George W. Borg Corp. Born in West Burlington, Ia., 1887. Public schools. Entered automobile business in 1913 at Moline, Ill., with Borg & Beck Co. as vice-pres.

**BOSWORTH, CHARLES E.**, gen. pur. agent of Ford Div. since Jan., 1956. Born Denver, Colo. Occidental College. Entered automobile business in 1946 with Ford Motor Co.

**BOUDREAU, JAMES E.**, with Ethyl Corp. as public relations director since 1951. Graduate of U. S. Military Academy. Entered automobile business in 1930 with Ethyl Corp. as field representative.

**BOWERS, JOHN R.**, car adv. mgr., Ford Div., Ford Motor Co. Born Detroit, Mich. Dartmouth, Tuck School of Bus. Adm., M.B.A. degree. Entered automobile business in 1946 with Brooke, Smith, French & Dorrance, Inc.



MODEL RD6572 CUSHIONED POWER DIESEL TRANSPORTATION ENGINE
172 H. P. @ 2400 R. P. M.

**TRANSPORTATION DIESEL ENGINES**

| Model | Cyl. | Bore | Stroke | Displ. | Bare Engine H.P. |
|---|---|---|---|---|---|
| TD6427 | 6 | 4 5/16 | 4 7/8 | 427 | 146.5 @ 2600 RPM |
| RD6572 | 6 | 4 3/4 | 5 1/8 | 572 | 172.0 @ 2400 RPM |
| VD8603 | 8 | 4 3/4 | 4 1/4 | 603 | 200.0 @ 2800 RPM |
| SD6802 | 6 | 5 9/16 | 5 1/2 | 802 | 225.0 @ 2200 RPM |

**TRANSPORTATION GASOLINE ENGINES**

| Model | Cyl. | Bore | Stroke | Displ. | Bare Engine H.P. |
|---|---|---|---|---|---|
| N4062 | 4 | 2 1/8 | 3 1/2 | 62 | 26.3 @ 3500 RPM |
| Y4069 | 4 | 2 1/2 | 3 1/2 | 69 | 28.0 @ 3400 RPM |
| Y4091 | 4 | 2 7/8 | 3 1/2 | 91 | 36.0 @ 3400 RPM |
| F4124 | 4 | 3 | 4 1/8 | 124 | 47.0 @ 3200 RPM |
| F4140 | 4 | 3 3/16 | 4 1/8 | 140 | 52.0 @ 3200 RPM |
| F4162 | 4 | 3 7/16 | 4 1/8 | 162 | 58.0 @ 3200 RPM |
| F6186 | 6 | 3 | 4 1/8 | 186 | 77.0 @ 3500 RPM |
| F6209 | 6 | 3 1/16 | 4 1/8 | 209 | 90.0 @ 3500 RPM |
| F6226 | 6 | 3 5/16 | 4 1/8 | 226 | 98.8 @ 3500 RPM |
| F6244 | 6 | 3 7/16 | 4 1/8 | 244 | 105.0 @ 3750 RPM |
| M6271 | 6 | 3 5/8 | 4 1/8 | 271 | 96.5 @ 3000 RPM |
| M6290 | 6 | 3 3/4 | 4 1/8 | 290 | 108.0 @ 3000 RPM |
| M6330 | 6 | 4 | 4 1/8 | 330 | 125.0 @ 3000 RPM |
| M6363 | 6 | 4 | 4 13/16 | 363 | 146.0 @ 3000 RPM |
| B6371 | 6 | 4 1/8 | 4 5/8 | 371 | 123.5 @ 3000 RPM |
| B6427 | 6 | 4 5/16 | 4 3/8 | 427 | 142.0 @ 3000 RPM |
| FO-6226 | 6 | 3 5/16 | 4 1/8 | 226 | 143.0 @ 4500 RPM |
| K6271 | 6 | 3 5/8 | 4 1/8 | 271 | 114.5 @ 3200 RPM |
| K6290 | 6 | 3 3/4 | 4 1/8 | 290 | 123.0 @ 3200 RPM |
| K6330 | 6 | 4 | 4 1/8 | 330 | 147.0 @ 3200 RPM |
| K6363 | 6 | 4 | 4 13/16 | 363 | 162.0 @ 3200 RPM |
| T6371 | 6 | 4 1/8 | 4 5/8 | 371 | 143.8 @ 3000 RPM |
| T6427 | 6 | 4 5/16 | 4 3/8 | 427 | 170.0 @ 3000 RPM |
| U6501 | 6 | 4 1/2 | 5 1/4 | 501 | 186.0 @ 2600 RPM |
| R6513 | 6 | 4 1/2 | 5 1/8 | 513 | 192.2 @ 2800 RPM |
| R6572 | 6 | 4 3/4 | 5 1/8 | 572 | 220.0 @ 2800 RPM |
| R6602 | 6 | 4 7/8 | 5 1/8 | 602 | 232.0 @ 2800 RPM |
| S6749 | 6 | 5 1/8 | 5 1/2 | 749 | 250.0 @ 2800 RPM |
| S6820 | 6 | 5 1/8 | 5 1/2 | 820 | 300.0 @ 2800 RPM |
| V8603 | 8 | 4 3/4 | 4 1/4 | 603 | 260.0 @ 3200 RPM |

*Cushioned® Power*
IS
THRIFTY POWER

A tip from fleet operators who have switched to Continental Diesel: When you're ready to "go Diesel," it pays, in more ways than just initial cost, to go the whole distance and get exclusive Red Seal Cushioned Power. In that way, you obtain fullest measure of ALL the advantages identified with engines of Diesel type. You use less fuel than with conventional Diesels. You have more cargo capacity because you're lugging less engine weight. And the wide interchangeability of parts between Cushioned Power Diesels and companion models in the Red Seal gasoline engine line expedites maintenance and sharply reduces parts cost.

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FACTORY-APPROVED SERVICE AND GENUINE RED SEAL PARTS ARE AVAILABLE ALL OVER THE WORLD

# Sometimes, to win, you need e

Airfoam MADE ONLY BY

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

# everything—

## (so don't let your selling orbit bypass ANYTHING!)

Your '58's may be out of this world—with heavenly bodies and whole galaxies of new centers of attraction.

But don't let star glitter deflect you off orbit. Don't stake your whole selling pitch on new features that some find "hot" – yet which could leave your particular prospect cold as outer space.

Always button up with the *universal* appeal of down-to-earth features – features like COMFORT and future trade-in value.

That's where AIRFOAM is an auto salesman's best friend!

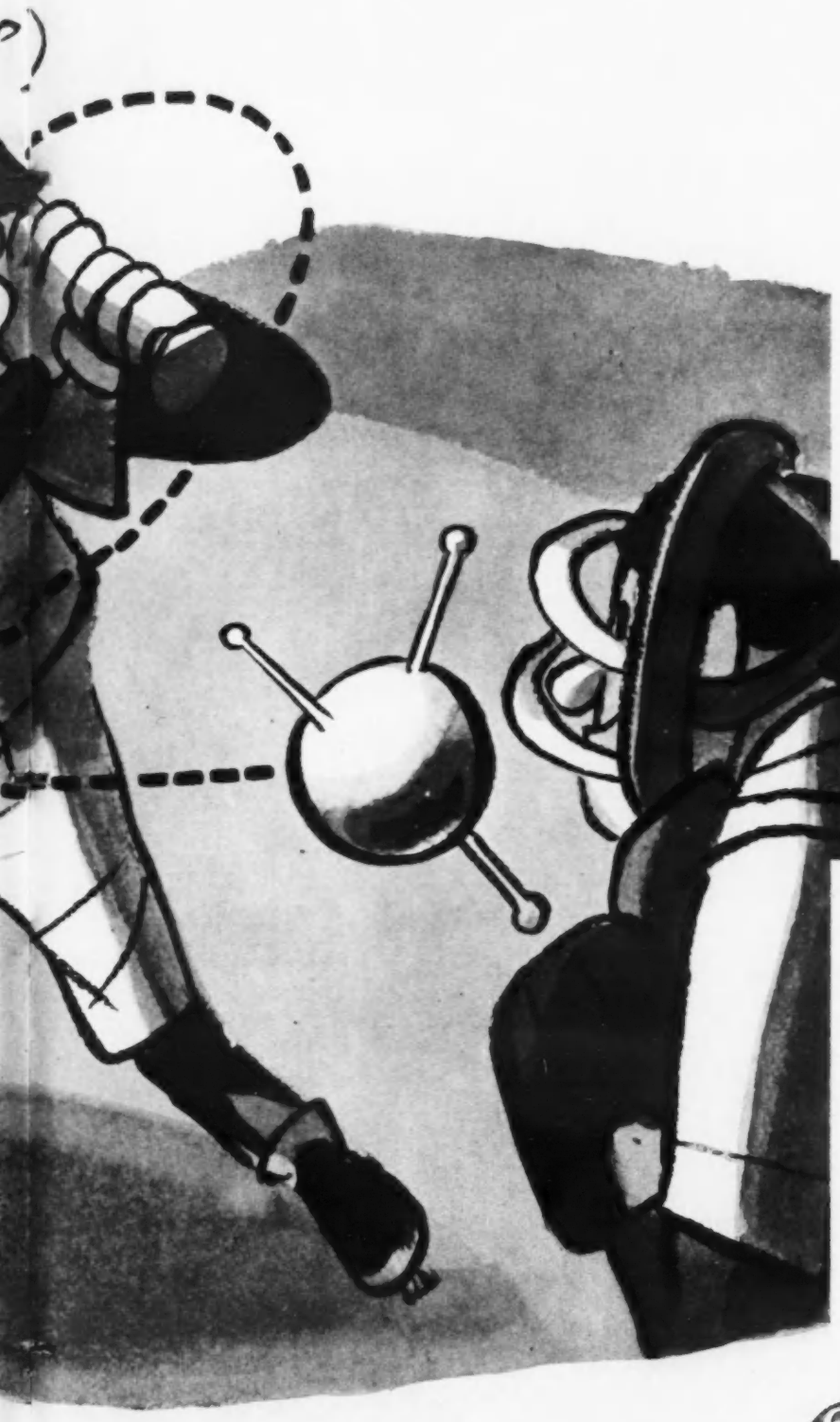
AIRFOAM comfort is quickly demonstrable – and often gentles the toughest prospect into a buying mood.

AIRFOAM suggests the height of luxury and value.

AIRFOAM indicates a *truly* modern car.

AIRFOAM has proved it doesn't sag, snag or break down—protects upholstery —keeps cars looking younger.

These are mighty potent selling arguments – and the closer you approach your prospect's checkbook, the more potent they become. So give 'em all the AIRFOAM treatment. It may prove EVERYTHING you need to button up those *extra* sales! Goodyear, Engineered Products Dept., Akron 16, Ohio.



60th GOODYEAR ANNIVERSARY

# GOODYEAR

THE WORLD'S FINEST, MOST MODERN CUSHIONING

### Extra Trade-in Bonus for Dealers!

In addition to helping you sell cars now, AIRFOAM will increase your profits come trade-in time. How? By retaining its shape and protecting upholstery so cars come back to you in more salable condition. What better way to assure more resales—AT BETTER PRICES—than by selling AIRFOAM now?

# AUTOMOTIVE NEWS FAMILY ALBUM

**BRADLEY, THOMAS,** pres. of Sheller Mfg. Corp. since 1953, vice-pres. since 1940. Born Atlantic City, N. J., Oct. 12, 1894. Entered automobile business in 1911 at Detroit as clerk for Paige-Detroit Motor Car Co.

**BRENNAN, JOHN E.,** vice-pres. and group exec. of stamping and gen. mfg. group of Chrysler Corp. since 1956. Born Tomah, Wis., 1912. Univ. of Wis. With Chrysler Corp. since 1934.

**BRIDGE, FRANK V.,** gen. sales mgr., Pontiac Div. since 1956. Born in Plankington, S. D., Jan. 22, 1904. Univ. of S. D., S. D. School of Mines. Entered automobile business as a Buick retail salesman at Rapid City, S. D., in 1930.

**BRIGGS, JOHN H.,** with The Gabriel Co. as pres. since 1941. Born in Cleveland, O., in 1906. Yale grad. Harvard grad. Entered automobile business in 1940 with Gabriel.

**BRINK, VICTOR Z.,** staff exec. commercial operations, Ford International Div. Born Matlock, Ia. Univ. of Nebr., Columbia Univ. Entered automobile business in 1945 as vice-pres. of Continental Industries.

**BRADSHAW, JAMES L.,** asst. gen. sales mgr. in charge of midwest, southwest & Pacific regions of Buick Motor Div. Born Pittsburgh, Pa. April 23, 1907. Carnegie Tech. Entered automobile business in 1926 as a clerk in the Pittsburgh zone office.

**BRESNAHAN, WILLIAM A.,** gen. mgr. of National Automobile Transporters Assn. since 1957. Born Washington, D. C., July 5, 1915. George Washington Univ. Entered automobile business in 1938 at Washington as asst. editor, Transport Topics.

**BRIGGS, CLARE E.,** with Chrysler Div. as vice-pres. in charge of sales. Born Port Huron, Mich., Aug. 25, 1901. Detroit Institute of Technology. B.Sc. degree. Entered automobile business in 1923 at Detroit with Paige-Detroit Motor Car Co. as clerk.

**BRIGHT, R. S.,** group vice-pres., basic mfg. of Chrysler Corp. since 1956. Born in Plaindealing, La., May 21, 1912. Graduated from Univ. of Tennessee. Entered automobile business with Chrysler in 1938.

**BROGAN, E. B.,** mgr. of automotive adv., American Motors Corp., since 1956. Born Marietta, O., on Nov. 30 1923. Duke University, Emory University. Entered automobile industry in 1951 with Nash Motors as asst. to the car dist.

**BRAENDEL, HELMUTH G.,** vice-pres. in chg. of engrg. Wilkening Mfg. Co. since 1957. Born West New York, N. J., Dec. 11, 1910. Stevens Inst. of Tech., M.E.; Inst. of Tech. of Darmstadt, Germany, M.M.E.; Chrysler Inst. of Engrg. Entered automobile business in 1935 with Chrysler Corp. as student engr.

**BRANDENBURGER, HERMAN H.,** with Wagner Electric Corp. as mgr. Automotive Parts Div. since Dec. 1, 1945. Born in St. Louis, Mo., Aug. 29, 1898. One year college. Entered automobile business in 1925 at St. Louis with Wagner Electric Corp. in Service Div.

**BRAUN, ADOLPH F.,** chief engr. of Rochester Products Div., General Motors Corp. since 1957. Born Dakota, Wis., Jan. 8, 1906. Univ. of S. Dak., B.S. degree in M.E. Entered automobile business in 1928 as student engr. with Buick Motor Div. of General Motors.

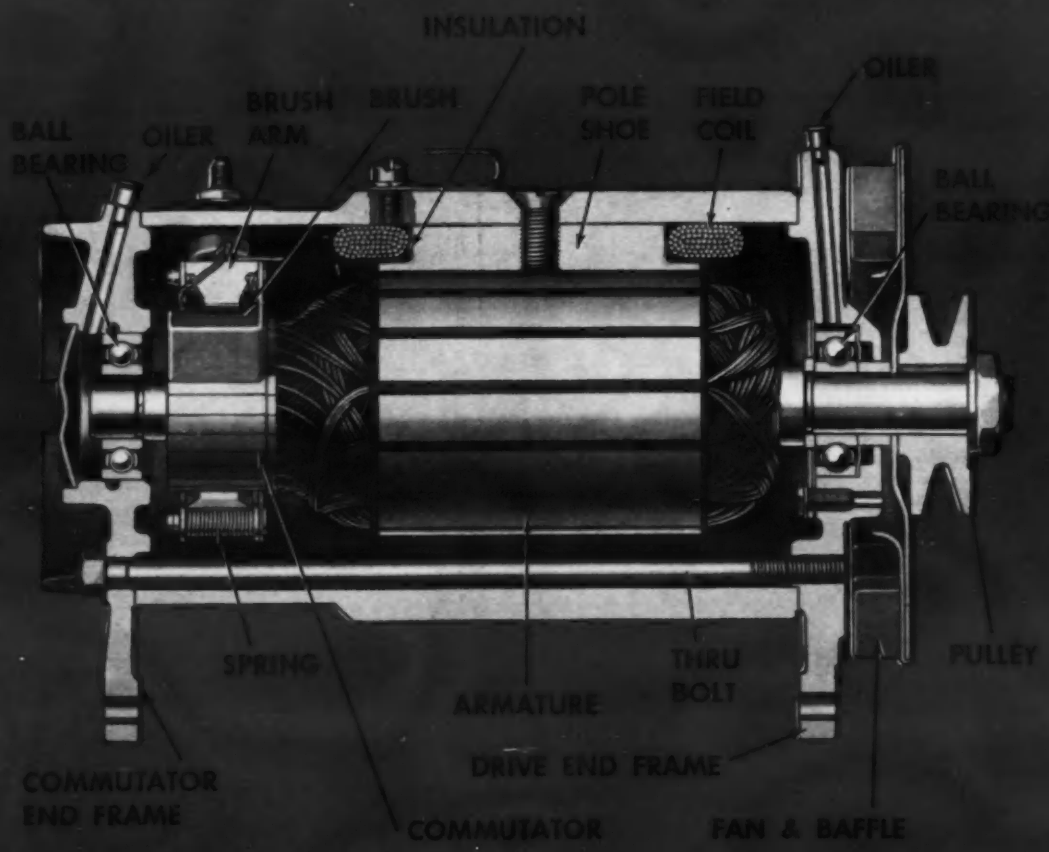
**BREDIMUS, FRANK L.,** pres. Globe Hoist Co. Born Des Moines, Ia., May 9, 1907. Univ. of Iowa. Entered automobile business in 1937 with Globe Hoist Co., as assistant treasurer.

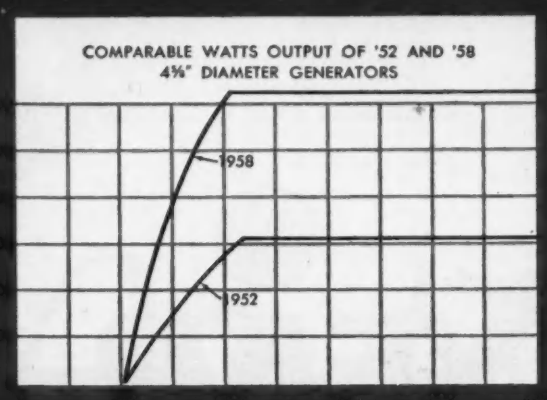
**BREECH, ERNEST ROBERT,** with Ford Motor Co. as chmn of bd. since Jan., 1955. Born in Lebanon, Mo., Feb. 24, 1897. Drury Coll. Walton Sch. of Comm.; C.P.A. degree, Univ. of Illinois. Entered automobile business in 1923 at Chicago with Yellow Cab Mfg. Co. as comptroller.

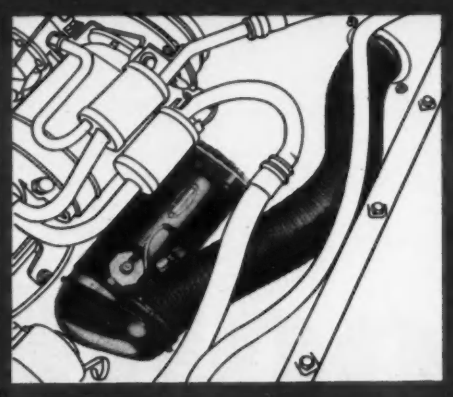
**BREER, C. FRED,** vice-pres. of sales of McCulloch Motors Corp. since 1951. Born Detroit, Mich., July 7, 1919. Stanford University. Entered automobile business in 1941 with Chrysler Motors.

**BRENDEL, LYNN C.,** assistant sales manager Allen Electric and Equipment Co. since 1952. Joined Allen Electric in 1946. Born Jeffersonville, Ind., 1907. Entered automobile business 1925 with Delco-Remy, Anderson, Ind.


PROGRESSIVE ENGINEERING MAKES THE DIFFERENCE



TYPICAL GENERATOR INSTALLATION WITH AIR PUMP

# AUTOMOTIVE NEWS FAMILY ALBUM

**BROTHER, DORAN P.**, with D. P. Brother & Co. as pres. since 1934. Born in Missouri. Entered automobile business in 1918.

**BROWN, CHARLES S.**, gen. pur. agent of M-E-L Div., Ford Motor Co., since 1951. Born in Detroit Jan. 7, 1901. Entered automobile business in 1919 at Highland Park in drafting dept.

**BROWN, HOLMES M.**, mgr. of public relations of Ford Division since 1953. Born Prescott, Kans. Iowa State College, B.S. degree business adm. Entered automobile business with Pennsylvania Rubber Co.

**BROWN, WALTER F.**, gen. sales mgr. of U. S. Tire Div., U. S. Rubber Co., since Aug., 1957. Born Aug. 19, 1914. Grad. Syracuse Univ. Entered rubber business in 1945 at Springfield, Mass. with U. S. Rubber Co.

**BROWN, WILLIAM A. JR.**, vice-pres. and gen. mgr. of Alemite and Instrument Division of Stewart-Warner Corp. since 1956. Born Kansas City, Mo., 1908. Albion College, A.B. degree, Mass. Inst. of Tech., S.B. M.E. degree. Entered automobile business in 1956 at Chicago in present capacity with Stewart-Warner Corp.

**BROWDER, GEORGE R.**, Western Div. sales mgr. of American Motors Corp. since 1957. Born Henderson, Ky., 1897. Entered automobile business in 1919 with General Motors sales department.

**BROWN, E. W.**, with DeSoto Div. of Chrysler Corp. as dir. of distribution since 1946. Born Detroit, Mich., 1905. Entered automobile business in 1933 in Detroit with Chrysler as schedule clerk.

**BROWN, J. L., JR.**, asst. to the pres. of American Motors Corp. since 1954 and secretary since 1956. Born Winchester, Mass. Graduate of Harvard Graduate School of Business Adm. Entered automobile business in 1947 as asst. to vice-pres., Nash-Kelvinator Corp.

**BROWN, WILLARD W.**, pres. of Cleveland Graphite Bronze Co., Div. of Clevite Corp. since 1955. Dir. of Clevite Corp. Born Cleveland, O., June 11, 1915. Yale Univ. Entered automobile business in 1951 with Cleveland Graphite Bronze Co.

**BROWNYER, NELSON R.**, with Rockwell Spring and Axle Co. as vice-pres. and dir. of engrg. in axle divisions. Born in Bay City, Mich., July 10, 1900. Entered automobile business in 1917 at Detroit with Paige Motor Car Co. as draftsman.

**BUCHHOLZER, C. E.**, with Chrysler Corp. as pres. of Airtemp div. since Nov., 1950. Born Nov. 27, 1907 in Dayton, O. St. Claire College. Entered automotive business with Chrysler as a job setter in 1936.

**BUDD, EDWARD G., JR.**, with Budd Co. as pres. since 1946. Born in Philadelphia March 23, 1902. Wesleyan Univ., B.S. degree. Entered automobile business in 1923 at Philadelphia with Budd Co. as apprentice.

**BUGAS, JOHN S.**, with Ford Motor Co. as vice-pres., industrial relations since 1946. Born Rock Springs, Wyo., Apr. 26, 1908. Univ. of Wyo. LL.B., LL.D. Entered automobile business with Ford Motor Co., 1944.

**BULKELEY, MILTON**, gen. mgr. of National Seal Div., Federal-Mogul-Bower Bearings, Inc., since 1956. Born 1897. Stanford, Harvard. Entered automobile business in 1942 as treas.

**BULL, ARTHUR W.**, dir. of tire develop. for U. S. Rubber Co. since 1946. Born Keeseville, N. Y., Ph. D. Cornell. Entered rubber business at Passaic, N. J., as a chemical engineer in 1928.

**BULLARD, E. C.**, with The Bullard Co. as chmn. of the board and chief exec. officer. Born Bridgeport, Conn. Curtis School, Brookfield, Conn. Sheffield School of Yale, M. E. Entered automobile business in 1917 with The Bullard Co.

**BURKE, JOSEPH D.**, with Universal Sales, Inc. as vice-pres. and gen. sales mgr. since 1950. Born Detroit, Mich. Western High School. Entered automobile business in 1909 at Detroit with E.M.F. Co. as student trainee.


## DELCO-REMY "AIR-CONDITIONED" GENERATOR FOR 1958 GM CARS HAS DOUBLE OUTPUT OF EARLIER MODELS WITHOUT INCREASE IN SIZE

Each new model year finds more and more people buying cars equipped with air-conditioning units. To insure ample power for this popular accessory, Delco-Remy has developed an "air-conditioned" generator having twice the electrical capacity of earlier models of similar size (see graph on facing page).

A unique feature of the 1958 generator is the new commutator end frame with adapter flange which allows the generator to pull cool outside air from the front of the car through an air tube, thus reducing generator temperature.

Other features contributing to increased capacity are ball bearings at *both* commutator and drive ends, improved armature, fan, and pulley construction, and improved brushes—all of which permit safe operation up to 15,000 rpm.

In addition to better cooling and increased armature speeds, the 1958 generators have stronger field currents made possible by Delco-Remy's new double-contact regulators . . . adding still further to the increased output.

These compact 1958 generators with *twice* the output of earlier models are still another example of Delco-Remy progressive engineering at work for you.

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GM GENERAL MOTORS

GENERAL MOTORS LEADS THE WAY—STARTING WITH

Delco-Remy

ELECTRICAL SYSTEMS

# AUTOMOTIVE NEWS FAMILY ALBUM

**BURNETT, DAVID S.**, vice-pres. of Detroit Steel Prod. Div., Fenestra, Inc. since 1957. Born Detroit, Mich., June 22, 1902. Univ. of Detroit, A.B. degree. Entered automobile business in 1928 at Detroit as sales engr. with Eaton Mfg. Co.

**BUSH, EARL J.**, with Diamond T Motor Car Co. as chmn. of bd. of dir. since 1956. Born in Topeka, Kans., May 12, 1891. Washburn College, Northwestern Univ. Entered automobile business in 1919 at Chicago with Diamond T Motor Car Co. as asst. sales mgr.

**BUTLER, ARTHUR C.**, Natl. Hwy. Users Conference, director since 1945. Born Newport, R. I., in 1904. Entered automotive field in 1930 in motor truck public relations, National Automobile Chamber of Commerce in New York.

**BUZARD, R. M.**, with International Harvester Co. as vice-pres. since Dec., 1957. Born Ashland, O. Ashland College. Entered automobile business in 1922 at Ashland, O., with International Harvester Co.

**CALLAHAN, JOSEPH M.**, engineering editor of Automotive News since 1957. Born Detroit, Mich., Sept. 22, 1921. Univ. of Detroit, B. S. degree. Entered automobile business in 1953 at Detroit as staff writer with Automotive News.

**BURNS, W. A.**, pres. of Trailmobile, Inc. Born Chicago, Ill., 1911. Univ. of Chicago. Entered trailer business in 1950 as vice-pres. and sales mgr. of Trailmobile.

**BUTLER, ALDIS P.**, vice-pres. of Young & Rubicam, Inc., since 1952. Born New Haven, Conn., Dec. 7, 1913. Dartmouth College, A.B. degree. Entered automobile business in 1956 at Detroit as contact supervisor and Detroit mgr. of Young & Rubicam, Inc.

**BUTTERFIELD, KENNETH C.**, with Chrysler Corp. as staff master mechanic since Nov., 1956. Born Sept. 6, 1911, in Lansing, Mich. Mich. State Univ. Entered automotive field in 1951 with Fisher Body Div. of General Motors.

**CALLAHAN, J. T.**, vice-pres. of sales, B. F. Goodrich Tire Co., B. F. Goodrich Co. Born Van Buren, Okla. Entered rubber business in 1928 with B. F. Goodrich Co.

**CAMERON, JAMES L.**, director of supplier relations, Ford Motor Co. Born Eldora, Ia., April 24, 1914. B.A. from Grinnell College and law degree from University of Iowa. Joined Ford in 1947 in the office of the general counsel. Entered purchasing in 1952.

**CAMP, T. L.** gen. mgr. of Federal-Mogul Service Div. Vice-pres. of Federal-Mogul-Bower Bearings, Inc. Born Atlanta, Ga., Apr. 22, 1905. Entered automotive field in 1925 with Automotive Gear Co. Joined Federal-Mogul in 1930.

**CAMPBELL, COLIN**, senior vice-pres. of Campbell-Ewald Co. since 1952. Born July 24, 1908, in Walkerville, Ont. Entered advertising business in 1926 and identified with Chevrolet operations since 1935. Became account executive on Chevrolet in 1945.

**CAMPBELL, L. J.**, with Firestone Steel Products Co. as vice chmn. of the board since 1957. Born Washington, D.C., Oct. 27, 1906. New York Univ., B.C.S. degree. With Firestone since 1942.

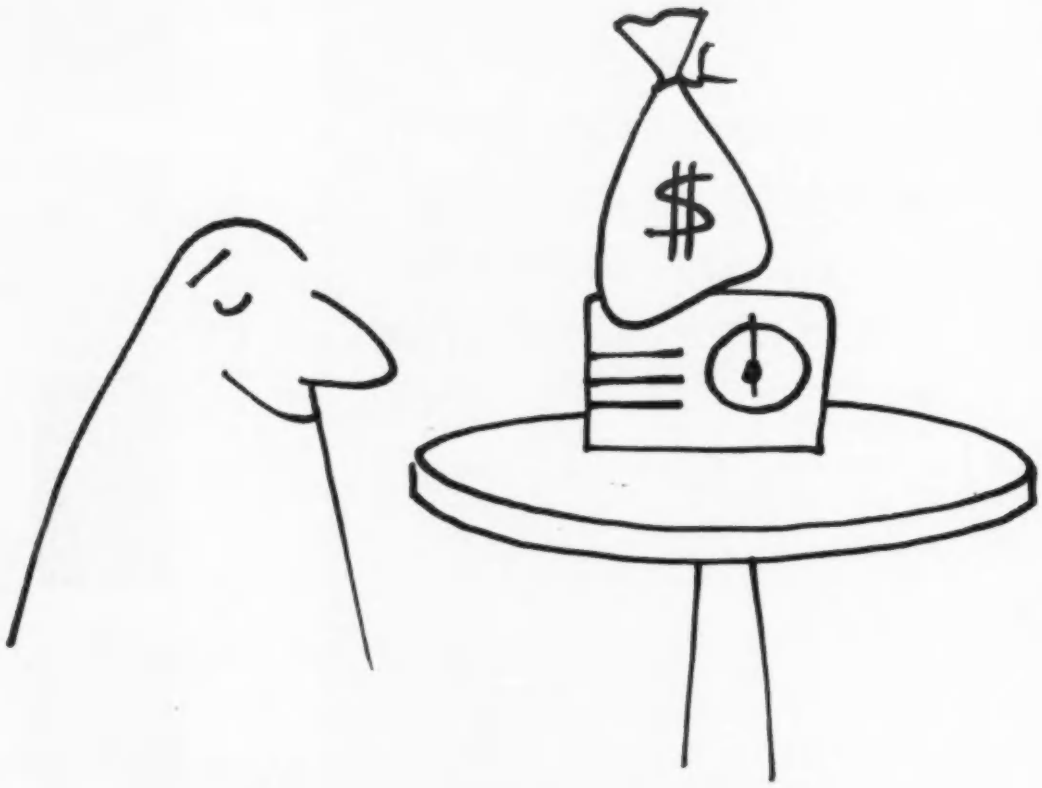
**CANTERBURY, JOHN S.**, administration mgr. of Ford Div. since 1955. Born Marion, O. Ohio Northern Univ. B.A. degree, Univ. of Denver, M.B.A. degree. Entered automobile business in 1951 with Ford Motor Co.

**CAPPI, JOSEPH A.**, vice-pres. of The Electric Auto-Lite Co. since 1950. Born Norfolk, Va. New York Univ., Univ. of Toledo. Entered automobile business in 1925 at Brooklyn with Safe-T-Stat Co.

**CARDOZE, HARRY E., JR.**, nat. used car mgr. of American Motors Corp. since 1954. Born Albany, N. Y., Feb. 24, 1899. Entered automobile business in 1916 as mechanic retail dealership.

**CARGILE, L. CLARE**, former pres. Nat'l. Automobile Dealers Assn. Born Bentonville, Ark., 1894. Univ. of Arkansas, B.A. Kappa Sigma. Entered automobile business in 1923 at Texarkana, Ark., as dealer.


*Another thinly disguised success story*



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A leading bank in Detroit bought some time on WJR to acquaint the folks with their many banking services. This in itself isn't earth-shaking, but what is important is the fact that this started in the early thirties and the bank has kept the same spot for over 25 consecutive years! Good indication that the bank receives a fine return on its investment.

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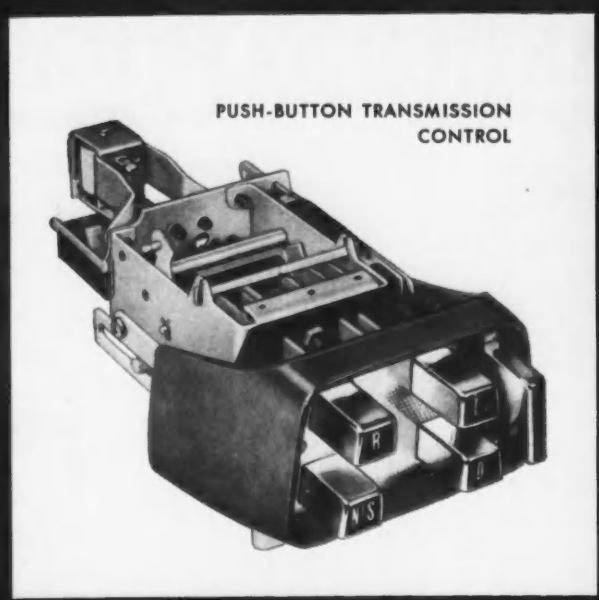
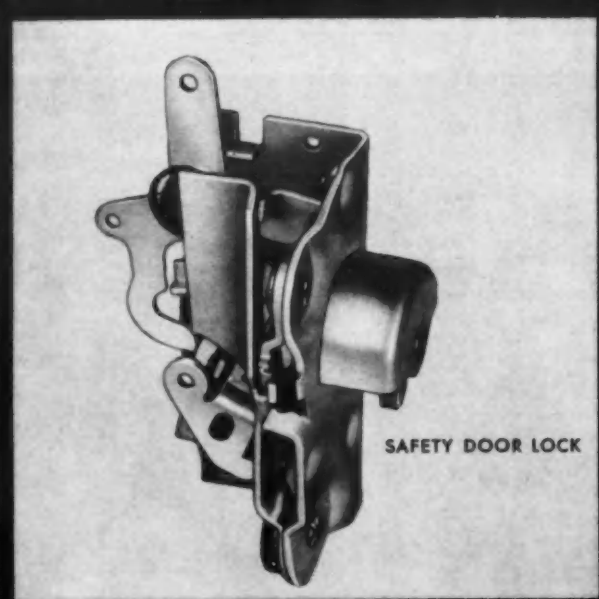
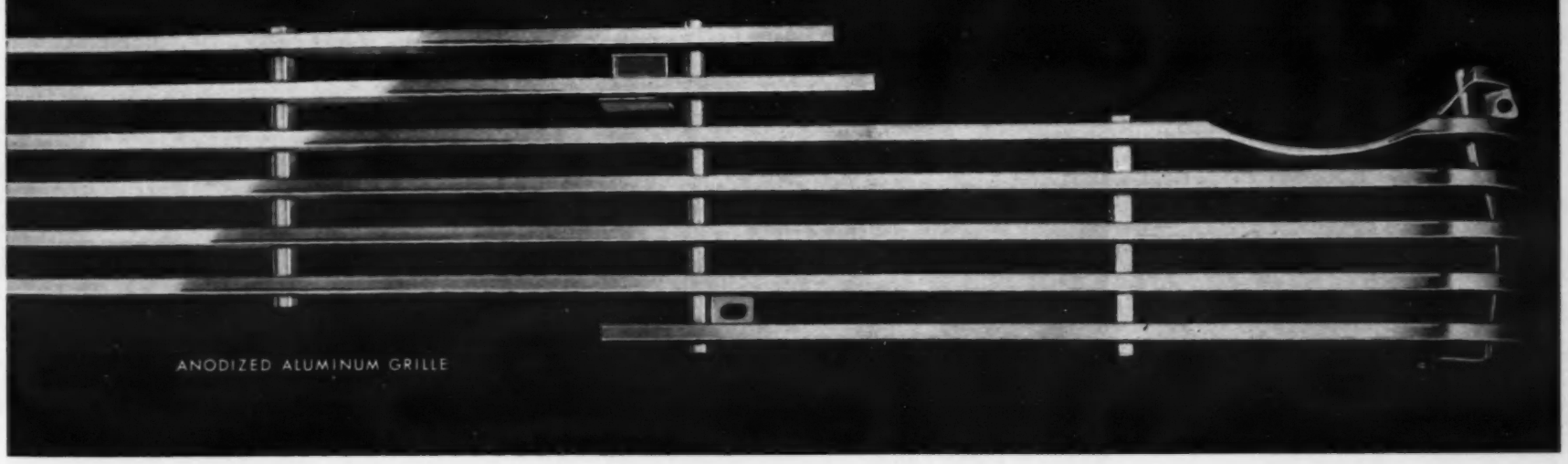
Why don't you take a tip from a successful banker? Put your advertising money where it will draw the most interest—WJR. Have your ad manager get all the facts from his Henry I. Christal representative that prove WJR's dominance in the fifth richest market in the country.

**WJR** *Detroit*
*CBS* *50,000 Watts*
RADIO PROGRAMS WITH ADULT APPEAL

*Alfred Politz Research, Inc. discovered that WJR has more listeners in the age groups controlling 80% of the purchasing power than the next six Detroit radio stations combined.*





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# AUTOMOTIVE NEWS FAMILY ALBUM

**CARPENTER, FRANK G.**, gen. sales mgr. of Delco Products Div., General Motors Corp., since 1955. Born Baltimore, Md., Sept. 25, 1896. Univ. of Penna. Entered automobile business in 1922 as serv. mgr. of Klaxon Horn Co., General Motors Corp.

**CHAFFIN, DEAN**, pres. of National Automobile Dealers Assn. since 1958. Born in Montana. General Motors dealer in Bozeman, Mont.

**CHAPIN, ROY D. JR.**, exec. vice-pres. and gen. mgr. of Automotive Div., American Motors Corp., since 1956. Born Grosse Pointe, Mich., Sept. 21, 1915. Graduate of Yale Univ. Entered automobile industry in 1938 with engrg. dept. of Hudson Motor Car Co.

**CHASE, WILBUR, JR.**, truck marketing mgr. of Ford Div. since 1957. Born New York, N. Y., Dec. 31, 1918. Lehigh Univ., B.A. degree. Entered automobile business in 1946 at Long Beach, Calif. as sales rep. trainee with Ford Motor Co.

**CHAYNE, CHAS. A.**, with General Motors as vice-pres. in chg. of engrg. staff. Born in Harrisburg, Pa., in 1898. B.S. from Mass. Inst. Tech. Theta Xi fraternity. Entered automobile business in 1926 at Williamsport, Pa., with Lycoming Mfg. Co. as exp. engr.

**CARRIGAN, TRACY**, mgr. of eastern operations of John Bean Div., Food Machinery & Chemical Corp., since 1933. Born Centralia, Ill., 1906. Univ. of Ill., B.S. degree. Entered automobile business in 1926 at Detroit as engine tester with Packard Motor Car Co.

**CHAMBERS, R. W.**, market representation mgr. of Ford Motor Co. Harvard Univ., Dr. degree in marketing. Entered automobile business in 1950 at Detroit as mgr. of market research at Lincoln-Mercury Div.

**CHAPMAN, E. J.**, Pontiac asst. gen. sales mgr. since 1949. Born Dec. 27, 1902 at Oakland, Calif. Entered automobile field as San Mateo (Calif.) dealership sales mgr. in 1929. Attended St. Mary's College in Oakland.

**CHASE, WILLIAM B.**, pres. of Shatterproof Glass Corp. since 1928. Born Unandilla Forks, N. Y., Sept. 17, 1896. Univ. of Mich., B.A. degree.

**CHESEBROUGH, HARRY E.**, with Chrysler Corp. as dir. of prod. volume planning since Jan., 1957. Born July 13, 1909, in Ludington, Mich. Univ. of Mich. Entered automotive business as a student engr. with Chrysler in 1932.

**CARTER, BERTRAM M.**, with Dodge as dir. car sales activities since 1958. Joined Dodge in 1934 as sales promotion mgr. Entered automobile business in 1925 as a sales representative for Durant.

**CASERIO, MARTIN J.**, mgr., Milwaukee operations, AC Spark Plug Div., General Motors Corp., since 1957. Born Laurium, Mich., 1916. Mich. College of Mining and Tech., B.S. degree. Entered automobile business in 1937 at Flint in metal research dept. of AC Spark Plug Div.

**CASS, ROBERT**, with White Motor Co. as asst. to the pres. since 1951. With the firm since 1925. Born London, England, 1896. London Univ. Entered automobile business in 1725 with present company as engr. sec.

**CASSERLY, JOHN P.**, mgr. national accounts, Automotive Div., Exide, Willard, Grant, The Electric Storage Battery Co. Born Far Rockaway, N. Y. Aug. 11, 1912. Rensselaer Polytechnic Inst., Univ. of Mich., E.E. degree. Entered automobile business in 1937 at Philadelphia with The Electric Storage Battery Co.

**CASSIDY, K. D.**, group exec.-gen. prod., Ford Motor Co., since 1957. Born Detroit, Mich., Nov. 11, 1898. Entered automobile business in 1934 as cost accountant with Fisher Body Div.

**CASTLES, DAVID E.**, pres. Castles Wilson Buick Co., St. Louis. Past pres. and regional vice-pres. NADA. Born Kansas City, Mo. Entered automobile business in 1909 at Dallas, Tex., with Buick in parts department.

**CENZER, CARL W.**, exec. body engr. of American Motors Corp. since 1956. Born Bridgeport, Conn., June 14, 1908. Entered automobile industry in 1928 as body and chassis detailer with Dodge Bros.

# AUTOMOTIVE NEWS FAMILY ALBUM

**CHRISTENSON, LEROY W.,** with The Cleveland Graphite Bronze Co., div. of Clevite Corp. since 1924; vice-pres. sales since 1948. Born Reno, Nev., Sept. 2, 1895. Entered automobile business in 1915 at Cleveland, O., with Grant Motor Car Co. as gen. mech.

**CHRISTOPHER, RAYMOND F.,** with Sun Electric Corp. as vice-pres., dir. Export Div. Born Primghar, Ia., in 1897. Buena Vista, bus. adm. Entered automobile business in 1921 at Omaha, Neb., with O. L. Rhoades Co., as sales representative.

**CHURCHILL, HAROLD E.,** pres. of Studebaker-Packard Corp. Born Penn, Mich., July 4, 1903. Western State Teachers College; Univ. of Mich. Entered automobile business in 1925 with Dodge in Detroit. Joined Studebaker 1926, as a draftsman.

**CLARK, WILLIAM E.,** general manager of the textile division of U.S. Rubber Company since 1951. Born Cannonsville, N. Y., Feb. 28, 1905. Entered rubber business at Binghampton with Standard Oil Co. of N. Y.

**CLEMESON, GEORGE J.,** asst. gen. sales mgr. of Oldsmobile Div. Born Sept. 16, 1909 in Milwaukee, Wis. Joined GM in 1941 as insurance adjuster with Motors Insurance Corp. Began with Oldsmobile as district manager at Milwaukee in 1945.

**CHRISTIAN, FRANK T.,** with Eclipse Mach. Div., Bendix Avia. Corp., as chief engineer since 1945. Born Elmira, N. Y., Jan. 5, 1907. Bucknell University, M. E. degree. Entered automobile business in 1929 with Eclipse Mach. Co. as engineer.

**CHURCH, JOHN R.,** dir. of merch. and aviation sales of AC Spark Plug Div., General Motors Corp., since 1958. Born Bay City, Mich. Oct. 30, 1916. Entered automobile business in 1940 at Saginaw as dealer merchandiser with AC Spark Plug Div.

**CLARK, RENSSELAER W.,** pres. of United Industrial Corp. Born in Hudson Falls, N. Y., Aug 18, 1885. U. S. Naval Acad. Entered automobile business with Hayes Mfg. Corp. as pres.

**CLEARY, JAMES M.,** with Roche, Rickerd and Cleary, as vice-pres. since 1933. Born Hubbell, Neb., 1887. Univ. of Illinois, A.B. degree; Northwestern Univ., LL.B. Chicago Tribune 1907-1925; Studebaker 1925-1932; White 1933.

**CLOUSER, WALTER A.,** with Muskegon Piston Ring Co. as vice-pres. in chge. of sales. Born in Philadelphia, Pa., 1897. Entered automobile business in 1914. Joined Muskegon Piston Ring in 1944 and became mgr. of the Detroit Office.

**COATS, GEORGE S.,** Lincoln and Mercury field sales mgr., M-E-L div., Ford Motor Co. Born Crescoe, Ia. G. M. School of Technology, Cass Institute of Technology. Entered automobile business in 1938 with Ford Motor Co.

**COBEY, HERBERT T.,** vice-pres. of The Perfection Steel Body Co. since 1949. Born Galion, Ohio, Oct. 2, 1917. Harvard Univ., B.S. degree. Entered truck equip. business in 1939 at Galion as salesman for The Perfection Steel Body Co.

**COBEY, RALPH,** pres. of The Perfection Steel Body Co., since 1950. Born Sycamore, Ohio, Aug. 15, 1909. Carnegie Tech. Entered hoist and body business in 1928, at Galion as engr. with The Perfection Steel Body Co.

**COHILL, JOHN L.,** vice-pres. of non-tire subsidiaries of The Firestone Tire & Rubber Co. since 1957. Born Altoona, Pa. Mar. 25, 1894. Carnegie Institute of Technology, Royal Military Acad., England, and Oxford Univ. Entered automobile business in 1920 in India with Firestone distributors.

**COLBERT, L. L.,** pres. of Chrysler Corp. since Nov. 3, 1950. Born in Oakwood, Tex., June 13, 1905. Univ. of Tex., B.B.A.; Harvard Law School, LL.B. Entered automobile business in 1933 at Detroit with Chrysler Corp. as resident attorney.

**COLE, EDWARD N.,** gen. mgr. of Chevrolet Div., General Motors Corp., since 1956. Born Marne, Mich., Sept. 17, 1909. Graduate GM Institute. Entered automobile business in 1933 as laboratory asst., Cadillac engineering dept.

**COLE, JACK E.,** sales mgr., Equip. Sales Div., Raybestos - Manhattan, Inc., since 1952. Born New Albany, Indiana, Mar. 1, 1913. Univ. of Wis., PhB. degree. Entered automobile business in 1939 at Cleveland as dist. mgr. for Raybestos - Manhattan, Inc.


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# AUTOMOTIVE NEWS FAMILY ALBUM

**COLLINS, DON H.,** with Hastings Mfg. Co. and Casite Div. as dir. of adv. since 1946. Born in Hoopeston, Ill., Jan. 25, 1902. High school. Entered automobile business in 1920 at Indianapolis with Sidener-Van Riper Adv. as leg man for prod. (Eclipse Bendix Drive, Perfect Circle) dept.

**COLMAN, BEN,** vice-pres. Evans Products Co., pres. Greenville-Evans Co.; vice-pres., National Defense Transportation Assoc. Born Mine LaMotte, Mo., Jan. 7, 1894. Univ. of Missouri. Entered automobile business in 1926 at Plymouth, Mich., as sales engr. of Evans Products Co.

**CONDER, ROBERT W.,** with Chrysler Corp. as vice-pres., — staff of adm. vice-pres. since 1958. Born Indianapolis, Ind., Aug. 25, 1903. DePauw Univ., B.A.; Univ. of Mich. law school. Entered automobile business in 1936 in legal dept. of Chrysler Corp.

**CONLAN, J. E.,** national truck manager of Chevrolet Motor Div., since Dec., 1956. Born in Toledo, O., and joined Chevrolet at Janesville, Wis., in 1940 as dist. mgr. Served as Zone and Regional Truck Mgr. at Chicago before coming to Detroit in January, 1955 as ass't. manager of National Truck Sales Dept.

**CONNER, RAY C.,** gen. mgr. Mobile Hydraulics Div., Vickers, Inc., since 1957. Born Los Angeles, Calif., Nov. 11, 1916. U.C.L.A., Stanford Univ., B.S. degree in engrg., M.E., degree. Entered automotive engineering field in 1940 at Aberdeen Proving Grounds.

**COLLYER, JOHN L.,** with B. F. Goodrich Co., Akron, O., as pres., 1939 to 1950; chmn. and pres., 1950 to 1954; chmn. of the board, 1954. Born in Chelsea-on-Hudson, N. Y., Sept. 18, 1893. Cornell Univ., M.E. Entered automobile business in 1923 at Buffalo with Dunlop Tire & Rubber Co. as vice-pres.

**CONDE, JOHN A.,** mgr. of pub. rel. services, American Motors Corp., since 1956. Born St. Louis, March 25, 1918. Univ. of Missouri. Entered automobile industry in 1945 in pub. rel. dept. of Nash-Kelvinator.

**CONDON, JOHN T.,** dir. of Dealer Council and on president's staff of Chrysler Div., Chrysler Corp. Entered automobile business as parts mgr. for Maxwell Motor Co.

**CONLON, JAMES L.,** with Buick-Oldsmobile-Pontiac Div. of General Motors Corp. as gen. mgr. since May, 1952. Born Port Lambton, Ont., July 24, 1895. Univ. of Detroit. Entered automobile business in 1925 at Detroit with Ternstedt Div. as experimental mechanic and draftsman.

**COOPER, BERRY W.,** with General Motors Corp., gen. mgr. Delco Radio Div. Born Dec. 10, 1893, at Greenfield, Ind. Earlham college, and Ph.B., Univ. of Chi. Joined GM Aug., 1919 as accountant for Delco-Remy Div., Anderson, Ind.

**COOPER, C. A.,** with Rockwell Spring and Axle Co. as vice-pres. and mgr. Misc. Prod. Div. since 1957. Entered auto business 1937 as asst. sec. and asst. treas. Timken-Detroit Axle Co.; gen. mgr. Bossert Div.

**COOPER, WALTER J.** General sales manager of Ford Division since 1957. Born in Los Angeles, graduate of Stanford Univ. Formerly with Ford Division Western regional sales mgr. Entered automobile business in 1936 with Ford Motor Co.

**COPE, JAMES,** with Chrysler Corp. since 1944. Vice-pres. Corp. market planning since 1957. Born in Genoa, Italy, in 1904. Entered automobile business in 1934 at Washington with Auto Mfrs. Assn.

**COPELAND, ROBERT F. G.,** acting dir. prod. adv. and sales prom. office, pub. rel. and adv. staff Ford Motor Co., since Nov., 1957. Born Indianapolis, Ind., Dec. 25, 1902. Entered automobile business in 1927 at Chicago with Chicago Herald-Examiner as automobile editor.

**CORNELL, F. S.,** exec. vice-pres. of A. O. Smith Corp. since 1955. Born Montclair, N. J. July 13, 1899. Lehigh Univ., M.E. degree. Entered automobile business in 1945 at Milwaukee as asst. to the pres. of A.O. Smith Corp.

**CORTRIGHT, J. A.,** vice-pres. in charge of sales; with Clayton since 1935. Born Seattle, Wash., Nov. 19, 1893. High school. Entered automobile business in 1914 at Salt Lake City, Utah, with Bertram Motor Supply Co. as stock clerk.

**COSGRAVE, EARL J.,** vice-pres. of Sheller Mfg. Corp. Born Albany, N. Y., July 1, 1890. Entered automobile business in 1917 at New York as sales mgr. of a Ford dealership.

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A. B. C. 9/30/57

# AUTOMOTIVE NEWS FAMILY ALBUM

**COSTELLO JOSEPH A.**, with Ethyl Corp. as vice-pres. since 1949. Born Scranton, Pa., Dec. 27, 1900. Penn. State Univ. B. S. Entered automobile business in 1928 with Ethyl Corp. as field rep.

**CRANDALL, D. R.** dir., new vehicle sales, Chrysler Corp. automotive marketing since 1956. Born in St. Louis, Sept. 14, 1912. Attended Washburn College at Topeka, Kans. Started in auto business 1936 at Oklahoma City with Ford Motor Co.

**CREAMER, JOHN F.**, pres. of Wheels, Incorporated since 1920. Born Fall River, Mass., Dec. 19, 1894. Amherst College. Entered automobile business in 1916 at Detroit with Cadillac Motor Car Co.

**CROCKETT, ALBERT G.**, dir. of sales development of Mack Trucks, Inc. since 1953. Born London, England, April 10, 1909. College of Preceptors, England, M.I.T., City College of N. Y. Entered automobile business in 1928 at New York as engineer at Mack Trucks, Inc.

**CROSS, FREDERICK R.**, with Stewart - Warner Corp., Chicago, as dir. of adv. since 1933. Born Houghton, Mich., Feb. 20, 1895. Kenyon College, Ph.B. Entered automobile business in 1924 at Chicago with Alemite Corp. as asst. to adv. mgr.

**COTES, MERVIN F.**, with Motor Wheel Corp. as pres. and gen. mgr. since 1952. Born Peoria, Ill., Sept. 8, 1899. Univ. of Ill. B.S. degree. Joined Motor Wheel Corp. in Sept., 1932, as dir. of sales for the Duo-Therm Div.

**CRAWFORD, FREDERICK C.**, with Thompson Products, Inc., chmn. of the bd. since Apr. 1, 1953. Born Watertown, Mass., 1891. Harvard Univ., A.B., M.C.E. degrees, P.B.K. Society. Entered automobile business in 1916 with Steel Products Co., now Thompson Products, Inc.

**CRISP, PARK P.**, with Firestone Industrial Prod. Div., Firestone Tire & Rubber Co., as pres. since 1939. Born Akron, O., June 7, 1893. Univ. of Akron, B.S. degree. Entered automobile business in 1916 at Akron with Miller Rubber Co. as chemist.

**CRONIN, JOHN J.**, with General Motors Corp., vice-pres. mfg. staff. Born Feb. 10, 1895, in Detroit. A.B. degree, 1915, Univ. of Detroit. Joined Fisher Body Div. of General Motors Corp. June 1, 1918.

**CROWDER, CHARLES R.**, with Van Norman since 1929. Pres. Van Norman Machine Co. since 1955. Dir. Van Norman Ind., Inc., H. K. Porter, Inc. Born in Blackstone, Va., March 1, 1907. Entered automobile business in 1926 at Washington with Parkway Motor Co. as salesman. Past pres. National Standards Parts Assn.

**COUGHLIN, J. R.**, with DeSoto Div. of Chrysler Corp. as mgr. organization and product planning since 1955. Born Chicago, Ill., 1913. DePaul Univ. Entered automobile business in 1941 with Electric Auto-Lite Co. as plant accountant.

**COULTER, WILLIAM F.**, sales mgr., automotive div., Rubbermaid, Inc. Born Creston, O., Aug. 14, 1924. Wooster Coll. Entered automobile business in 1950 at Washington, D. C., as sales rep. with Rubbermaid, Inc.

**COUPER, THOMAS**, with Young Spring & Wire Corp., Detroit, as gen. vice-pres. since 1926. Born Toronto, Can., Nov. 8, 1905. Entered automobile business in 1925 at Detroit with Cadillac Motor Car Co. as timekeeper.

**COURAGE, WILLIAM L.**, administrative asst. to vice-pres. of distr. and marketing of American Motors Corp. since 1957. Born Harbor Grace, Nfld., Jan. 4, 1902. Entered automobile business in 1922 at Detroit with Hudson Motor Car Co. as secy. to stores mgr.

**COWAN, ED., JR.**, national used car mgr. of Chevrolet Motor Div. since 1955. Born Detroit, Mich., May, 1898. Entered automobile business in 1935 as Detroit district rep. at Chevrolet Div.

**CRAIG, CHARLES W.**, dir. of pub. relations, Plymouth Div. since 1955. Born Peekskill, N. Y., Sept. 25, 1917. Became associated with Ivy Lee & T. J. Ross, pub. relations counsel for Chrysler Corp., in Detroit in August, 1946. Transferred to corp. pub. rel. dept. in 1951.

**CRAIK, DONALD M.**, Sales planning and analysis mgr. of Dodge Div., Chrysler Corp. since Nov., 1956. Born Batavia, N. Y., May 18, 1912. Entered automobile business in 1948 as a statistician, Chrysler Corp.


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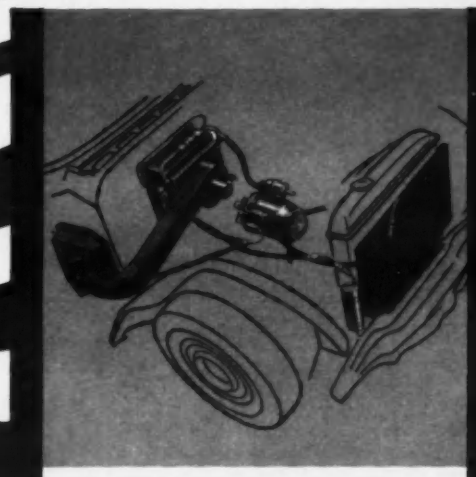

**UNDER THE HOOD**

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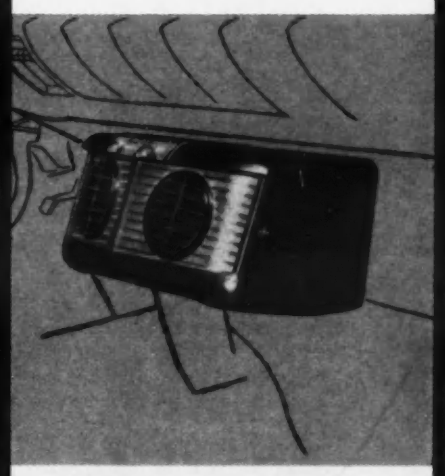

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# AUTOMOTIVE NEWS FAMILY ALBUM

**CROWLEY, A. H.,** franchise rel. mgr., M-E-L Div., Ford Motor Co. Entered automobile business in 1923 in Boston. Associated with Lincoln and Mercury since 1926.

**CUSHMAN, EDWARD L.,** vice-pres. in charge of indus. relations of American Motors Corp. since 1955. Born Apr. 6, 1914 in Boston. Graduated from Univ. of Michigan in 1937. Entered automobile business in 1954 with American Motors Corp. as dir. of industrial relations.

**CUTLER, GEORGE J.,** dir. of service of Plymouth Div. since June, 1955. Graduate of Univ. of Calif., degree in industrial education. Teacher of auto-mechanics for nine years. Joined Chrysler Corp. in 1946 as Los Angeles serv. rep.

**DAISLEY, ROBERT H.,** with Eaton Mfg. Co. since 1922. Adm. vice-pres. since 1954. Born in Brooklyn, N. Y., April 3, 1897. N. Y. public schools. Entered automobile business in 1916 at Long Island City with General Vehicle Co. as metallurgist.

**DARLING, A. C.,** with Borg - Warner Service Parts Co., Sub. Borg-Warner Corp., since 1929, as pres. and gen. mgr. since 1943. Born June 9, 1896, in Kewanee, Ill. Entered automobile business in 1914 as clerk with Borg & Beck Co.

**CURTICE, HARLOW H.,** pres. General Motors Corp. since Feb. 2, 1953. Born Eaton Rapids, Mich., Aug. 15, 1893. Ferris Inst. Entered automobile business in 1914 at Flint, Mich., with AC Spark Plug Div., as bookkeeper.

**CUTHBERTSON, G. RAYMOND,** vice-pres. and gen. mgr., tire div. of United States Rubber Co., since 1956. Born Liberty, Mo. Harvard, Ph. D. degree. Entered rubber business in 1936 as research chemist.

**CUTTER, JOHN L.,** national public rel. dir. of Chevrolet Motor Div. since 1955. Born Indianapolis, Ind., 1910. Formerly UP Washington correspondent.

**DALEY, FREDERICK M.,** pres. of Sponge Products Division, B. F. Goodrich Co., since 1954. Born August 1, 1897. Dartmouth College, A.B. degree. Entered automobile business in 1919 at Naugatuck, Conn., with U. S. Rubber Co.

**DAVIES, JOHN G.,** with Buick Motor Div. as asst. to gen. mgr. in charge of dealer relations. Born March 14, 1896, Andrews, Ind. Entered auto industry in 1922 as district mgr. with Willys-Overland. Joined Buick in 1937 as a district manager in Buffalo, N. Y.

**DAVIES, RALPH Y.,** vice-pres. and gen. sales mgr. of Aluminum Co. of America since 1947. Born W. Fitchburgh, Mass., 1895. MIT, B.S. degree. Entered business in 1919 at New Kensington, Pa. in tech. dir. bur. with Alcoa.


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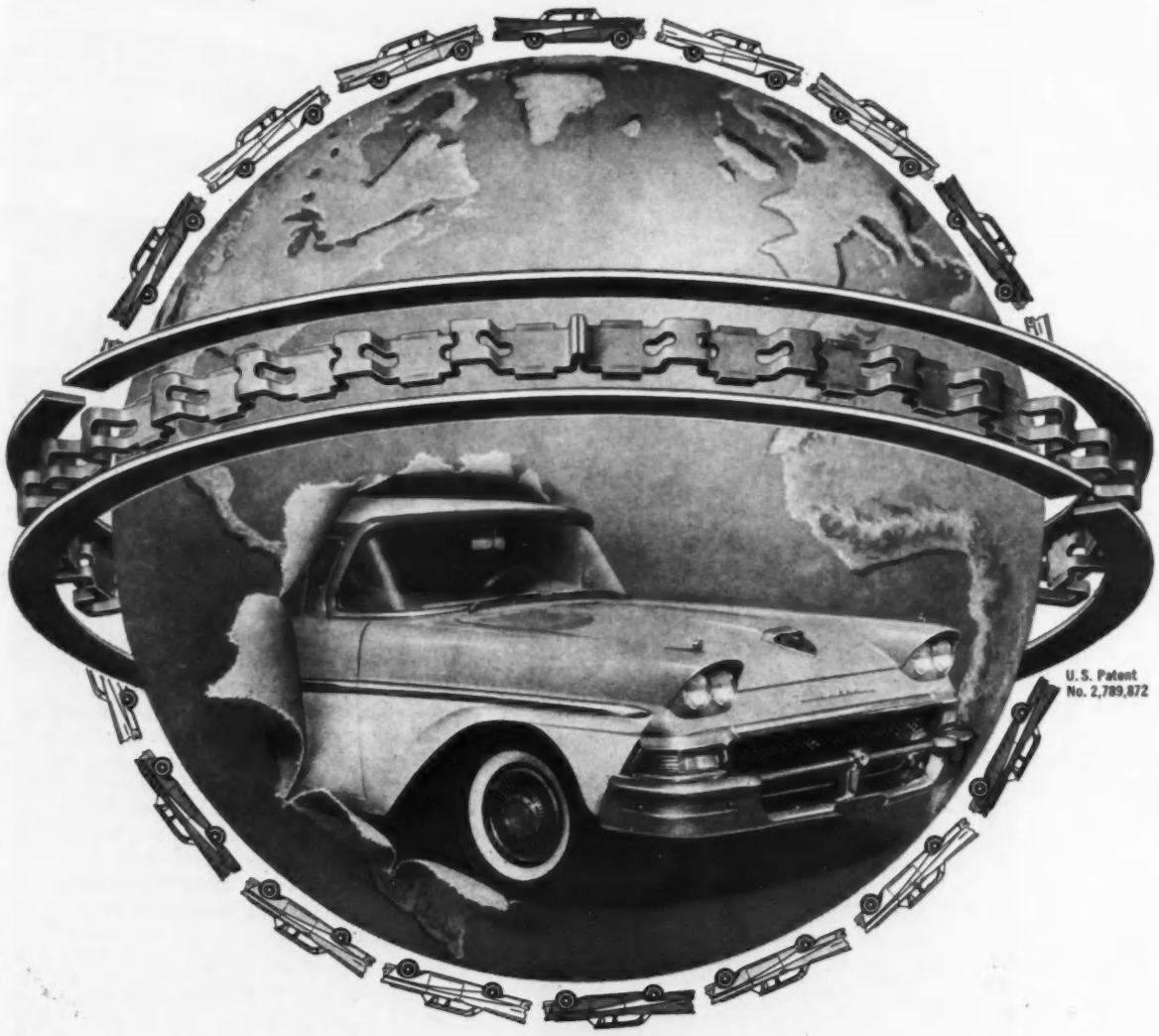

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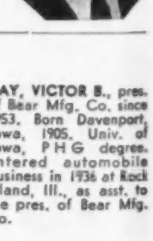
**DAVIS, D. J.,** vice-pres. of mfg. of Ford Motor Co. since 1955. Born Detroit, Mich., Apr. 8, 1902. Entered automobile business in 1922 with Cadillac Div. of General Motors Corp.

**DAVIS, GOMER F.,** sales mgr. of Miniature Lamp Dept., General Electric Co., since 1955. Born Warren, O., Dec. 10, 1915. Western Reserve College, A.B. degree. Entered automobile business in 1941 at Columbus, O., as salesman with General Electric Co.

**DAY, GEORGE H., II.,** vice-pres. of Chicopee Mills, Inc., mgr. of Automotive and Upholstery Fabrics Div. since 1956. Born New York City May 12, 1908. Pomfret school, Yale Univ. Entered automobile business in 1944 at New York City with Chicopee Mfg. Corp. as sales mgr.

**DAY, VICTOR B.,** pres. of Bear Mfg. Co. since 1953. Born Davenport, Iowa, 1905. Univ. of Iowa, PHG degree. Entered automobile business in 1936 at Rock Island, Ill., as asst. to the pres. of Bear Mfg. Co.



**DECKER, JOSEPH K.,** dir. of purchases of AC Spark Plug Div., General Motors Corp., since 1955. Born Olney, Ill., 1912. Univ. of Ill. B.S.M.E. degree. Entered automobile business in 1938 as student engr. at AC Spark Plug Div.

**DeHART, HENRY T.,** with GMC Truck and Coach Div., General Motors Corp. as adv. mgr. since 1929. Born in Lafayette, Ind., 1894. Purdue Univ., B.S. Entered automobile business in 1921 in Lansing, Mich., with Reo Motor Car Co. as asst. adv. mgr.

# AUTOMOTIVE NEWS FAMILY ALBUM

**DEIBLER, ROBERT H.,** Pacific Coast advertising representative of Automotive News since 1940. Born in Conneaut, O., in 1894. Western Reserve Univ., A.B. Entered automobile business in 1919 at Cleveland, O., with Oldfield Tire & Rubber Co. as sales prom. mgr.

**DESMOND, LEE F.,** vice-pres. of sales, Dodge Div., Chrysler Corp. Born New Brunswick, Canada, May 22, 1898. Gonzaga Univ. Entered automobile business in 1921 as retail salesman.

**DEVOR, JENNER H.,** with Wagner Electric Corp. as pres. since 1950. Born Fort Loudon, Pa., May 20, 1891. Mercersburg, Acad., Penn State, E.E. Entered automobile business in 1912 at St. Louis with Wagner Electric Corp. as apprentice.

**DIEHL, EDWARD W.,** secy.-treas. of Detroit Gasket and Mfg. Co. since 1923. Born Jan. 24, 1894. Entered automobile business in 1913 at King Motor Co.

**DIETZ, ARTHUR O.,** pres. of C.I.T. Financial Corp., chairman of Commercial Investment Trust Inc. Joined C.I.T. in 1919. Born St. Paul, Minn., 1893. Entered automobile finance business in 1916 at New York, N. Y., with Continental Guaranty Co. as salesman.

**DELAPLAIN, J. C.,** vice-president and gen. mgr. of Willys-Overland Export Corp. Univ. of Ill. Entered automobile business in 1933. Joined Kaiser-interests at Willow Run in 1947, moved to Willys in 1953.

**DeVILBISS, HOWARD P.,** with DeVilbiss Co. as pres. since 1944. Born Toledo, O., 1908. Univ. of Mich. Has been associated with the auto industry through the mfg. and engrg. of standard and special finishing facilities for both the car mfrs. and dealer serv. establishments since 1928.

**DEWITT, MORTIMER C.,** with Champion Spark Plug Co. as vice-pres. since 1921. Born San Francisco. Entered automobile business in 1904 at San Francisco with Jeffery-DeWitt Co.

**DIEHL, LLOYD H.,** pres. of Detroit Gasket and Mfg. Co. since 1923. Born May 15, 1896. Entered automobile business in 1912 at Chalmers Co.

**DINSMORE, Dr. RAY P.,** with Goodyear Tire & Rubber Co. as vice-pres. in chge. of research and development since 1943. Also member of operating comm. Born Tewksbury, Mass., April 24, 1893. M.I.T., B.S. chem. engr. Entered automobile business in 1914 at Akron, with Goodyear Tire & Rubber Co. as technical staff member.

**DE LONG, CLYDE O.,** pres. B. F. Goodrich Industrial Prod. Co., a div. of B. F. Goodrich Co. Miami Univ. Associated with B. F. Goodrich Co. since 1928, starting as clerk in the industrial products sales division.

**DE LORENZO, ANTHONY G.,** vice-pres. in chg. of pub. rel. staff of General Motors Corp. since 1957. Born Edgerton, Wis., Aug. 28, 1914. Univ. of Wis., B.A. degree. Entered automobile business in 1941 at Detroit as automotive editor for UP.

**DEMRICK, CARL J.,** vice-pres. in chge. of mfg. of Plymouth Div., Chrysler Corp., since 1954. Born Macomb Co., Mich., March 31, 1915. Entered automobile business in 1934 with Plymouth Div., Chrysler Corp. in materials handling department.

**DENISE, MALCOLM L.,** general industrial rel. mgr.—labor relations, Ford Motor Co. Born Decatur, Mich., Oct. 29, 1913. BA and Dr. degrees from Univ. of Mich. Joined Ford legal staff as associate council—industrial relations, in 1946, and assumed present position in 1955.

**DEN UYL, SIMON D.,** with Bohn Aluminum & Brass Corp. as pres. since Feb. 28, 1949. Born Holland, Mich., Apr. 21, 1896. Hope Coll. Entered automobile business in 1919 at Detroit with Charles B. Bohn Foundry Co. as bookkeeper.

**DEREMER, FLOYD E.,** with Oldberg Mfg. Co. as vice-pres., engrg., since 1935. Born in Pa. Nov. 2, 1899. Entered automobile business in 1925 at Detroit with Cadillac Motor Car Co. as lab. technician.

**DERVIN, JAMES J.,** with Reo Div., The White Motor Co., as factory mgr. since June, 1957. Born New York City, Apr. 12, 1899. High school. Entered automobile business at New York with General Vehicle Co.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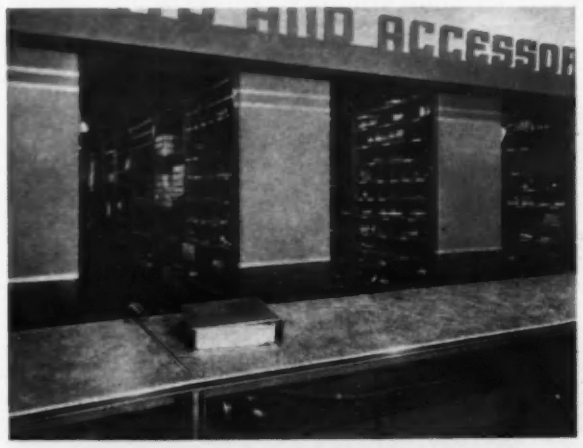

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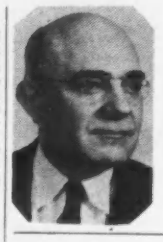
# AUTOMOTIVE NEWS FAMILY ALBUM

**DOERFNER, WILLIAM H.**, with Saginaw Steering Gear Div., GM, as general manager since 1941. Born Saginaw, Mich., 1899. Central Michigan College. Entered automobile business in 1919 at Saginaw with Saginaw Malleable Iron, Div. GM, as timekeeper.



**DOMAN, CARL T.**, with Ford Motor Co. as national service mgr., Ford Div., since 1950. Born Elbridge, N. Y., on Feb. 24, 1900. Univ. of Mich. B.S. in E.E., A.E.E. Entered automobile business in 1922 at Syracuse, N. Y., with H. H. Franklin Mfg. Co., as electrical engr.

**DOTY, CLIFFORD B.**, with Chrysler Corp. as exec. engr. body engrg. since Dec., 1955. Born 1897 in Woodbury, Vt. Andrew Johnson Body Drafting Sch. Entered automotive business with Chrysler in 1926 as a body designer.

**DRUMMOND, F. H.**, vice-pres. of The Electric Auto-Lite Co. since 1948. Born Chicago, Ill. Lewis Institute of Tech. Entered automobile business in 1916 as draftsman with Alemite Co. Joined Auto-Lite in 1935.

**DUFFY, IRVING A.**, group vice-pres. Ford Motor Co. Born Chicago in 1904. Graduate West Point; member N. Y. State Bar; served with Ordnance Dept. during World War II. Joined Ford Feb. 1949.

**DOIDGE, JACK R.**, chief engr. of Detroit Transmission Div., General Motors Corp., since Jan., 1956. Born Sioux City, Iowa, Feb. 22, 1915. Iowa St. College, B.M.E. degree. Joined General Motors in 1951 at Oldsmobile Div. as senior project engr.

**DONALDSON, BEN R.**, director of institutional advertising, Ford Motor Co. since 1954. Born Grand Rapids, Mich., July 18, 1893. Western Michigan College. Joined Ford March 3, 1919. Later became export adv. mgr.

**DOYLE, JAMES S.**, with Johns - Manville Corp., since 1928, as mgr. of automotive sales since 1948. Born Chicago, Ill., Nov. 22, 1900, Andover, Dartmouth, and Columbia, Psi U. Entered automobile business in 1928, as mgr. bus and truck brake block sales. Pres. Brake Lining Mfrs. Assn. 1945 and 1946. Dir. N.S.P.A., '48, '49, '50.

**DUFFY, CHARLES W.**, vice-pres. and dir., Standard Products Co., since 1958. Born Buffalo, New York, Oct. 20, 1915. Georgetown Univ., B.S. degree. Entered automobile business in 1950 as sales mgr. with Kelsey-Hayes Co.

**DUKE, JOSEPH C.**, with Minnesota Mining & Mfg. Co. as vice-pres. Coated Abrasives and Related Products and Adhesives and Coatings Divisions. Born in Carlisle, Pa., Nov. 20, 1897. Dubuque Univ., B.A. degree. Started in 1921 with 3M.

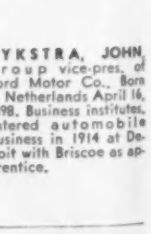
**DUNCAN, A. E.**, with Commercial Credit Co. as founder - chairman. Born near Louisville, Ky., 1878. Entered automobile business in 1916 when Commercial Credit Co. entered the automobile finance business.

**DUPY, VERN A.**, with United Motors Service Div., GM Corp., as exec. asst. to gen. mgr. since 1956. Born Taylorville, Ill, Oct. 16, 1898. Int. Accountants Soc. Entered automobile business in 1919 at Detroit with United Motors Service as stock record clerk.

**DURKEE, BURTON R.**, dir. of adv. and sales prom., Chrysler Div., Chrysler Corp., since 1955. Born Julesburg, Colo. Univ. of Wyoming. Entered automobile business in San Francisco with Botsford, Constantine & Gardner Agency.

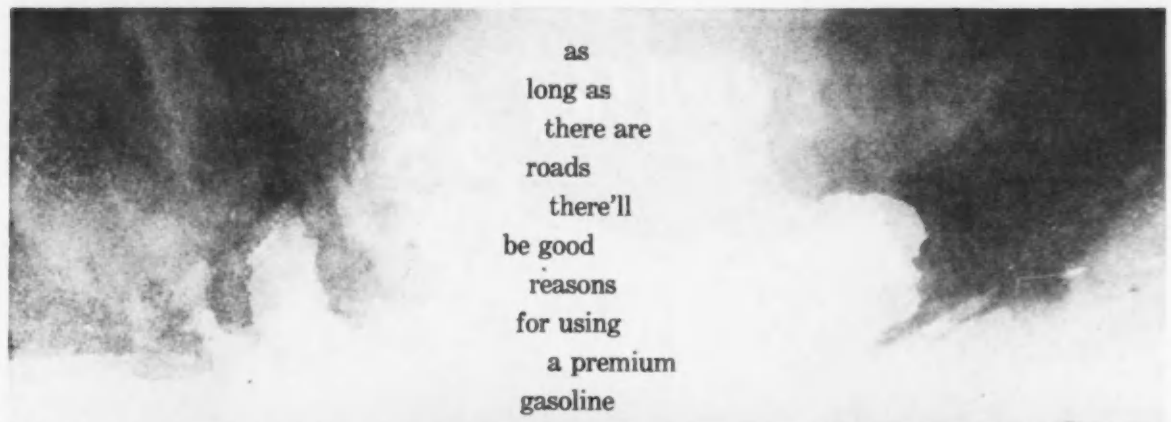
**DYBVIG, CHARLES C.**, gen. sales mgr. of Dana Corp. since 1954. Born Whitehall, Mich., June 18, 1910. Univ. of Mich., B.S. in engrg. degree. Entered automobile business in 1933 at Akron as trainee with Firestone Tire & Rubber Co.

**DYKSTRA, JOHN**, group vice-pres. of Ford Motor Co., Born in Netherlands April 16, 1898. Business Institutes. Entered automobile business in 1914 at Detroit with Briscoe as apprentice.



**EARL, HARLEY J.**, with General Motors Corp. since 1927, as styling vice-pres. since 1940. Born in Los Angeles, Calif., Nov. 22, 1893. Stanford Univ., B. S. Entered automobile business in 1919 at Los Angeles with Earl Carriage Works as mgr.

**EBERS, EARLE S.**, vice-pres. of U. S. Rubber Co., gen. mgr. of Naugatuck Chemical Div. Born Saskatchewan, Can., May 20, 1910. Dalhousie Univ., B.S. degree, Harvard Univ., Ph.D. degree. Joined U. S. Rubber Co. in 1937 as a research chemist at Passaic, N.J.

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# AUTOMOTIVE NEWS FAMILY ALBUM

**EDWARDS, V. LEE,** pres. of The Chas. A. Strelinger Co. since 1956. Born Momence, Ill., April 20, 1898. Univ. of Wisconsin, A.B. degree.

**ESKRIDGE, J. W.,** vice-pres. and gen. mgr. of Special Products Div. of American Motors Corp. since 1957. Born Winona, Miss., May 31, 1903. Detroit City College. Entered automobile business in 1919 as draftsman with Dodge Bros.

**EVANS, EDWARD S., JR.,** with Evans Products Co. as pres. since 1945. Born Richmond, Va., March 9, 1906. Lausanne Univ., Univ. of Michigan. Entered automobile business in 1928 at Detroit with Evans Appliance Co. as vice-pres. Director of Evans Products Co., Ltd., Greenville-Evans Co. Haskelite Mfg. Corp., pres. and dir., Fiddes-Moore & Co.

**EWING, JAMES R.,** vice pres. of sales of The Gabriel Co. since 1957. Born Odessa, Mo., Jan. 17, 1907. Univ. of Mo. Entered automobile business in 1943 at Detroit as asst. to the pres. of Solventol Chemical Co.

**FALVEY, JAMES P.,** with Electric Auto-Lite as president since 1954, director since 1953. Born in Detroit in 1904. University of Detroit, LL.B. degree. Entered automobile business in 1934 with Auto-Lite as mgr. of labor and patent departments.

**EISBROUCH, IRVE,** vice-pres. and gen. mgr. Tire Div., The Dayton Rubber Co. since 1935. Born New York City. Pace Inst., N. Y. Univ. Entered automobile business in 1918 in N. Y. as accountant with Ajax Rubber Co.

**ESTES, E. M.,** with Pontiac Motor Div. as chief engr. since Sept., 1956. Born in Mendon, Mich., Jan. 7, 1916. General Motors Inst., Univ. of Cincinnati, M.E. degree. With GM Corp. since 1939.

**EWELL, ELLIOTT G.,** vice-pres. of sales of Mack Trucks, Inc. since 1953. Born North Carolina, Jan. 26, 1902. Univ. of N. C. Entered automobile business in 1923 at Charlotte as special sales rep. of Mack Trucks, Inc.

**EXNER, VIRGIL M.,** vice-pres., dir. of styling, Engrg. Div. Chrysler Corp. since July, 1957. Dir. of styling since Aug., 1953. Born Ann Arbor, Mich., Sept. 24, 1909. Joined Chrysler in 1949 as chief of the advance styling studio. Entered automotive field in General Motors designing dept. in 1934.

**FAMULAR, A. W.,** Ass't General Sales Manager for Western Half of the United States Chevrolet Motor Div., since 1956. Born in Denver. Executive field positions include Regional Manager at Washington, D. C., and Oakland, Calif. since 1954.

**ELLIOTT, CAMPBELL W.,** vice-pres. industrial and pub. rel. of the Midland-Ross Corp. Born St. Louis, Mo., 1913. City College of Law, LL.B. degree. Entered automobile business in 1936 with General Motors Acceptance Corp.

**ELY, NEIL D.,** with L. A. Young Spring & Wire Corp. as pres. & gen. mgr. since June, 1949. Born Detroit, Mich., Aug. 20, 1904. High School. Entered automobile business in 1922 at Detroit with Trippensee Closed Body Corp. as payroll clerk.

**EMBURY, WESLEY G.,** purch. agent of Plymouth Div., Chrysler Corp. since 1955. Born Sterling, Mich., April 25, 1897. Jackson Mich. Business Univ. Entered automobile business in 1922 as tool clerk with Chrysler Corp.

**EMERICK, ROBERT W.,** with Pontiac as director of public relations since 1953. Born February 21, 1913, at Hamilton, Ohio. Graduate Miami University. Entered automobile business with General Motors public relations in 1934.

**ENGLE, R. D.,** chief engr., car operations of Dodge Div., Chrysler Corp., since Nov., 1955. Born Washington Courthouse, Ohio., May 25, 1919. Entered automobile business in 1942 as student engr. for Chrysler Corp.

**ENGLISH, HERDIS G.,** chief engr.-prod. engrg. office, transmission and axles, Ford Motor Co., since 1957. Born Jackson, Mich., Sept. 23, 1913. Entered automobile business in 1935 as tech. clerk in exp. dept. of Oldsmobile Div.

**ERICKSON, E. A.,** parts and serv. mgr., M-E-L Div., Ford Motor Co. With Mercury since 1947. Born in Staples, Minn., Aug. 4, 1901. Entered automobile business in 1920 at Minneapolis, Minn., with Chevrolet Motor Co.


**From fly-wheel to drive-wheel**

**. . . let it be CLARK**

There's no finer assurance of a long and profitable life for a revenue vehicle than Clark units delivering horsepower from fly-wheel to tires. That basic usefulness extends with equal effectiveness to stationary power plants.

It's a distinguished family of proved money-makers—every one a product of planned specialization in this vital area of power transmission; every one solidly proved by millions of low-cost miles.

**Today, as for more than a half-century, it's good business to do business with CLARK® EQUIPMENT**

**CLARK EQUIPMENT COMPANY**
BUCHANAN 17, MICHIGAN

# 5 reasons why works better

**Universal C.I.T. makes Reader's Digest the foundation of its 1958 publication advertising program to the consumer. And, for these good reasons:**

1. **LARGEST CIRCULATION** of any magazine . . . anywhere! Month after month, one out of four families across the nation buys and reads the Digest. In market after market, Reader's Digest circulation is more than twice that of the next magazine.

2. **BALANCED DISTRIBUTION** of the Digest's circulation parallels population groups in marketing areas—urban, suburban and rural . . . a truly comprehensive national coverage. 82% of the Digest's circulation is concentrated in the nation's top-quality markets where 82.7% of the country's buying power is found.

3. **HIGHEST READERSHIP** of any magazine is reported by a recent study*. 32 million people read a typical issue on 5.3 different days—giving your advertisement 168 million opportunities to be seen!

4. **RESPONSIVE ACTION** to editorial and advertising is strong because people believe in what they read in the Digest. This confidence provides a favorable, receptive atmosphere for selling.

5. **TRADE INFLUENCE** of Reader's Digest is growing because dealers know their best customers read the magazine. For example, of all people in new-car families, 31.5%—the best prospects for automobiles—read the Reader's Digest.

Universal C.I.T., a leader in automobile financing, is using the pages of Reader's Digest exclusively to tell its story in print to consumers. Perhaps you should consider making Reader's Digest the foundation for your advertising program. It can work effectively and economically for you, as it has for others.

*Alfred Politz Research, Inc., "A Study of Seven Publications."

*People have faith in*

# Reader's Digest

*Largest magazine circulation in U. S.*
*Over 11,500,000 copies bought monthly*

# automotive advertising in Reader's Digest

UNIVERSAL C.I.T. CREDIT CORPORATION
650 MADISON AVENUE
NEW YORK 22, N. Y.

WILLIAM L. WILSON
VICE PRESIDENT

February 13, 1958

Mr. Fred D. Thompson, Jr.
The Reader's Digest
230 Park Avenue
New York 17, New York

Dear Mr. Thompson:

This is to inform you that our entire budget allocated to 1958 consumer publication advertising will be placed in the Reader's Digest. Perhaps you would like to know our reasons for this decision.

1 First, our advertising for the C.I.T. Time Purchase Plan must reach as wide an audience of car buyers as possible. The Reader's Digest, because it reaches an average of one out of every four people in any community, certainly fulfills this objective.

2 Perhaps equally important is the fact that the Digest's circulation pattern parallels our own distribution better than any other single publication. Our 410 branches in the U. S. are located on a truly national basis, in small towns as well as big cities, rural as well as suburban areas. The Digest's circulation gives us balanced distribution as well as wide geographical dispersion, exactly the kind of pattern we need to serve the needs of all our branches.

3 We also feel that the complexity of our message requires a medium which is carefully read, to assure that our advertising will get the thoughtful readership it needs. We believe the Digest is that kind of medium, read thoughtfully, and re-read frequently.

4 Finally, we value the constructive and believable editorial environment that the Reader's Digest provides.

5 In this effort, we look forward to a successful and profitable program for ourselves and for the automobile dealers whom we serve and we appreciate the assistance we have received from your organization.

Cordially yours,

William L. Wilson

William L. Wilson

WLW:ff

This letter typifies the confidence that advertisers—as well as readers—have in Reader's Digest

# AUTOMOTIVE NEWS FAMILY ALBUM

**FANTE, H. H.**, with Rockwell Spring and Axle Co. as vice-pres. and mgr. Seating Div. Entered auto business 1915 with L. A. Young Spring and Wire Co. as prod. mgr.

**FEELY, EMMETT P.**, Ass't. Gen. Sales Mgr. for Eastern Half of the United States, with Chevrolet Motor Div., since 1924. Native of St. Louis. Held several executive field positions, including Zone manager at Philadelphia and Regional Manager at Washington, D. C. and Detroit.

**FERGUSON, MALCOLM P.**, with Bendix Aviation Corp. as pres. since 1946. Born Elmira, N. Y., June 20, 1896. Syracuse Univ., M.E. Entered automobile business in 1918 at Elmira, N. Y., with Eclipse Machine Co. as service engr.

**FINLAY, ROBERT M.**, with Automotive News since 1943. Editorial director since 1955. Born Detroit, 1913. Wayne Univ. Entered automobile business in 1943 at Automotive News as associate editor.

**FIRESTONE, HARVEY S., JR.**, with Firestone Tire & Rubber Co. as chmn. and chief exec. since 1948. Born in Chicago, Ill., April 20, 1899. Princeton Univ. B.A. degree. Entered rubber business in 1920 at Akron, O., with Firestone Tire & Rubber Co.

**FARRELL, FRANK E.**, dir. of automotive prod. sales, Bendix Products Div., Bendix Aviation Corp. since 1945.

**FENNER, JAMES B.**, with Electric Auto-Lite Co. and subsidiaries since 1927. Vice-pres., comptroller and director since 1951. Born New Jersey, Jan. 2, 1897, grad. Pace & Pace Inst. Entered automobile business 1927 with Prest-O-Lite Battery Co., Indianapolis.

**FIDLER, ROBERT E.**, sales mgr., Michigan Div., Thompson Products, Inc., since 1956. Born Ironton, Ohio, Aug. 16, 1913. Entered automobile business in 1946 at Detroit as sales rep. with Thompson Products, Inc.

**FINNEY, JARED W.**, prom. and research mgr. of Automotive News since 1956. Born Detroit, Mich., May 1, 1923. Michigan State Univ. Entered automobile business in 1949 at Detroit in market research dept. of Scripps-Howard Newspapers.

**FIRESTONE, LEONARD K.**, president of Firestone Tire and Rubber Co. of California since 1943. Born Akron, O., June 10, 1907. Princeton Univ. Entered automobile business in 1931 at Akron in the sales department of Firestone Tire & Rubber Co.


*We're developing bearings and bushings for equipment that DOESN'T EXIST...*

For equipment that *might exist some day*. It means preparedness for the future. And for equipment entering the blueprint stage, it means Cleveland Graphite Bronze can offer improved designs and materials *right now*.

As a result, our field engineering teams, working in customers' plants, provide valuable assistance on the problem at hand combined with a sharp awareness of probable future requirements.

In essence, what these teams have to offer you is what they have to back them up: all the resources that have maintained the leadership of Cleveland Graphite Bronze for more than 38 years.

When you're ready for help—remember—Cleveland Graphite Bronze is ready *right now*.

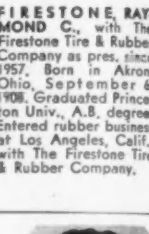
**CLEVELAND GRAPHITE BRONZE**

*17000 St. Clair Avenue • Cleveland 10, Ohio*

*Detroit*
*Chicago*
*New York*
*Los Angeles*

*DIVISION OF* CLEVITE

**FIRESTONE, RAYMOND C.**, with The Firestone Tire & Rubber Company as pres. since 1957. Born in Akron, Ohio, September 6, 1908. Graduated Princeton Univ., A.B. degree. Entered rubber business at Los Angeles, Calif., with The Firestone Tire & Rubber Company.



**FIRESTONE, ROGER S.**, with Firestone Plastics Co. as pres. (dir. Firestone Tire & Rubber Co.) since 1947. Born Akron, O., June 25, 1912. Princeton, A. B. degree. Entered rubber business in Akron with Firestone Tire & Rubber Co. in 1935.

**FISH, WILLIS E.**, with Chevrolet Motor Div., GM Corp., for 26 years, as gen. sales mgr. since 1949. Born in Pittsburgh, Pa., Oct. 17, 1897. Entered automobile business in 1917 at Pittsburgh, Pa., with Packard Motor Co. as salesman.

**FISHER, ROBERT J.**, Mercury mktg. mgr., M-E-L Div., Ford Motor Co., since 1954. Born Ashland, O., Oct. 24, 1915. Syracuse Univ., A.B. degree. Entered automobile business in 1954 at Detroit as manager of advertising department at Lincoln-Mercury Div.

**FLEMING, A. M.**, with Chrysler Div., Chrysler Corp., since 1948 as vice-pres. Born Milton, Ont., June 10, 1895. Entered automobile business in 1920 at Detroit. Joined Chrysler in 1924.

**FLEMING, MATTHEW J., JR.**, pres. of Clevite Harris Products, Inc., unit of Clevite Corp. Born Pittsburgh, Pa. March 21, 1914. Entered automobile business in 1940 with Monmouth Products Co.

**FLICK, R. J.**, asst. merchandising mgr. of American Motors Corp. since 1957. Born Altoona, Pa., April 30, 1918. Graduated from Fordham Univ. in 1940. Entered automobile business in 1940 as field representative of General Motors Acceptance Corp.

# AUTOMOTIVE NEWS FAMILY ALBUM

**FLOOD, THOMAS W.**, with Electric Auto-Lite Co. as vice-pres., original equipment sales. Born New York. Entered automobile business in 1919 with Motometer Co.

**FOX, ELDON E.**, Adv. mgr. Edsel, M-E-L Div., Ford Motor Co. Dartmouth College, A. B. degree. Entered automobile business with Minneapolis-Honeywell Regulator Co.

**FRANCOIS, EDGAR H.**, gen. sales manager AC Spark Plug Division of General Motors. Born in Detroit, Michigan, May 25, 1905. Joined AC as a territory salesman in 1934.

**FREDA, THOMAS J.**, gen. adv. mgr. of R. M. Hollingshead Corp. Born New York, N. Y., April 7, 1925. Notre Dame Univ., B. S. degree. Formerly with Olin Mathieson Chemical Corp.

**FREED, CHARLES C.**, past pres. National Automobile Dealers Association, pres. of Freed Motor Company, pres. Intermountain Parts Co. Born Salt Lake City, Utah, April 7, 1903. University of Colorado. Entered automobile business in 1926 as owner of Freed Motor Company.

**FOLSOM, WARD A.**, gen. mfg. mgr. of Ford Div., since 1956. Born Columbiaville, Mich. General Motors Inst. of Tech. Entered automobile business in 1935 as supv. mfg. standards at Fisher Body Div.

**FRALICK, LeROY J.**, with Midland-Ross Corp. as vice-pres. staff sales. With Midland Steel Prod. Co. since 1923. Midland Steel Prod. merged with J. O. Ross Engrg. Corp. in 1957. Born Cleveland, O., April 4, 1894. Entered automobile business in 1912 at Cleveland with Hydraulic Pressed Steel Company.

**FRASER, FRANK, JR.**, with Plymouth Div., Chrysler Corp. as staff exec. since May, 1957. Born Toledo, O., 1924. Graduate of the Univ. of Mich., B. A. in economics. Entered automotive industry with Chrysler in 1947 as a statistician.

**FREDERICK, D. S.**, with Rohm & Haas Co. Chemicals & Plastics Div. as vice-pres. in charge of sales since 1943. Born Hamilton, O., Nov. 13, 1910. Univ. of Ill., Miami Univ. Univ. of Munich. Phi Eta Sigma, Phi Beta Kappa, Phi Kappa Phi, etc. Entered automobile business in 1936 with Rohm & Haas Co. as sales mgr. plastics div.

**FREEDLANDER, A. L.**, chmn. of the board The Dayton Rubber Co. Born Wooster, O. Case Institute of Tech., B.S. degree. Entered automobile business in 1911 at Akron as chemist with B. F. Goodrich Co.

**FORAKER, WALTER E.**, exec. asst. to vice-pres. in chg. of sales, Chrysler Div., Chrysler Corp. Born Albuquerque, N. M., Dec. 16, 1915. Entered automobile business in 1934 in Detroit with Dodge Division.

**FORBES, RICHARD E.**, with Chrysler Corp. as dir. of corporate adv. since 1956. Born Sept. 21, 1915, in Larchmont, N. Y. Graduate of Williams College, Williamstown, Mass. Entered automobile business in January, 1956, with Chrysler Corp.

**FORD, BENSON**, with Ford Motor Co. as vice-pres. and chmn. of the Dealer Policy Board. Born Detroit, July 20, 1919. Princeton Univ. Entered automobile business in 1938 with Ford Eng. Lab., Dearborn, as student.

**FORD, HENRY II**, with Ford Motor Co. as pres. since Sept. 21, 1945. Born in Detroit, Mich., Sept. 4, 1917. Hotchkiss, Yale. Entered automobile business on Oct. 1, 1940, at Dearborn, Mich., with Ford Motor Co.

**FORD, RUSSELL G.**, with Chevrolet Div. of General Motors Corp., mgr. of assembly plants. Entered automobile business in 1922 at Detroit with Chevrolet in standards dept.

**FORD, WILLIAM C.**, vice-pres. of prod. planning and styling, Ford Motor Co., since 1957. Born in Detroit, Mich., March 14, 1925. Hotchkiss, Yale. Entered automobile business in 1949 at Dearborn, Mich., with Ford Motor Co. on sales and advertising staff.

**FOX, ALEX P.**, with Lincoln Engrg. Co. as pres. since 1941., vice-pres. of McNeil Machine & Engrg. Co., Lincoln Engrg. Co. Div. 1956. Born St. Louis, Mo., March 17, 1893. Washington U. Entered automobile business in 1913 at St. Louis with Lincoln Engrg. Co. as draftsman.

**FREE ROCHESTER TRAINING MEANS MORE JOBS PER HOUR—MORE DOLLARS PER DAY!**

Profits are faster . . . when you're a Rochester master! As a trained Rochester specialist, you'll know how to handle every phase of carburetor servicing, how to perform jobs faster, more efficiently, more profitably. And *your training is free!*

You receive expert instruction from trained technicians at a General Motors Training Center or UMS Distributor School near you. You'll learn new methods of repair and adjustment, receive information about the latest advances in carburetion.

What's more, Rochester training puts you in position to increase your business. *Rochester Carburetors are specified as original equipment on more new cars than any other make.* So enroll now. Contact your UMS-Rochester salesman, or write to Service Dept., United Motors Service Division, General Motors Corporation, General Motors Bldg., Detroit 2, Michigan.

GM U·M·S PARTS SALES UNITED MOTORS SYSTEM

*Specified as original equipment on more new cars than any other carburetor*

ROCHESTER CARBURETORS

ROCHESTER PRODUCTS DIVISION OF GENERAL MOTORS, ROCHESTER, N.Y.

# AUTOMOTIVE NEWS FAMILY ALBUM

**FRENCH, JOHN S.**, group exec., hardware and access., Ford Motor Co. Born in Toronto, Canada, Jan. 5, 1912. Joined Ford Motor Co. in central sales staff in 1947. Later was director of company's Office of Defense Products.

**FROEHLICH, ELMER W.**, vice-pres. and media dir. of MacManus, John and Adams, Inc., since 1934. Born in Detroit, Mich. Entered automobile business in 1934 at Detroit with MacManus, John and Adams, Inc.

**FRUEHAUF, HARRY R.**, with Fruehauf Trailer Co. as vice-pres. since 1928. Born and educated in Michigan. Entered trailer business with present company in 1914.

**FRYER, ROY A.**, with White Motor Co. as adv. mgr. since 1956. Born Toronto, Canada, 1903. Western Reserve Univ. Entered automobile business with present company in 1943 as sales prom. mgr.

**GARBERSON, JOHN W.**, vice-pres. of N. W. Ayer and Son, Inc., supervisor of Plymouth service 1955-1957. Detroit branch mgr. since 1956. Born Sibley, Ia., 1916. Entered automobile business in 1951 at Philadelphia with N. W. Ayer and Son, Inc.

**FRIBLEY, CARL E.**, past pres. of National Automobile Dealers Assn., Cadillac-Pontiac-GMC dealer in Norwich, N. Y. Born Chicago, Ill., Oct. 11, 1901. Univ. of Minnesota, B.A. degree, Harvard Business School, M.B.A. degree. Entered automobile business in 1925 at Detroit as sales clerk with Cadillac Motor Car Co.

**FROST, O. FRANKLIN**, asst. gen. sales mgr. of AC Spark Plug Div., General Motors Corp., since 1955. Born Allegan, Mich., April 26, 1912. Entered automobile business in 1941 at Lansing as dist. mgr. for Oldsmobile Div.

**FRUEHAUF, ROY**, with Fruehauf Trailer Co. as pres. since 1949. Born Detroit, Mich., Oct. 1, 1908. Principia. Entered automobile business in 1928 at Detroit with Fruehauf Trailer Co. as factory worker.

**GALLAGHER, WILLIAM H.**, adv. rep., Chicago, of Automotive News since 1954. Born Allegan, Mich., Aug. 9, 1929. Mich. State Univ., B.A. degree. Entered automobile business in 1954 at Detroit as adv. rep. with Automotive News.

**GARDNER, ELLIS B., JR.**, vice-pres. and gen. mgr. of the Foam Products Div. of Hewitt-Robins, Inc., since 1955. Born Little Rock, Ark., Feb. 20, 1920. Columbia University, A. B. degree. Entered automobile business in 1946 at Buffalo, N. Y., as factory acct. with Hewitt-Robins, Inc.

**GARRETT, REYNOLDS M.**, staff mgr. at N. Y. Friction Materials Div. of Johns-Manville Corp. since 1953; with Johns-Manville since 1935. Born New York, N. Y., 1908. Entered automobile business in 1927.

**GAUNITZ, WILLIAM F.**, with Associates Investment Co. as pres. since March 10, 1949. Born in Lansing, Ia., on Dec. 4, 1904. Univ. of Iowa, B. S. in Commerce. Entered automobile business in 1935 at South Bend, Ind., with Associates Investment Co.

**GEORGI, CARL, JR.**, with Campbell-Ewald Co. as vice-pres. and dir. of media since 1957. Born Detroit. Univ. Detroit. Entered automobile business in 1923 at Detroit with Chrysler Corp. in adv. dept.

**GERSTENBERGER, WILLIAM H.**, vice-pres. and account supervisor of Ross Roy, Inc., since 1955. Born Philadelphia, Pa., Aug. 8, 1910. Cornell Univ., B. A. degree. Entered automobile business in 1937 at Detroit as copywriter for Brooke, Smith, French and Dorrance, Inc.

**GEYER, BERTRAM B.**, with Geyer Adv., Inc., as chmn. of exec. comm. and dir. Also dir. of Adv. Research Foundation, Nat'l. Outdoor Adv. Bureau.

**GIBSON, CHARLES C.**, vice-pres. of The Goodyear Tire and Rubber Co., since 1956. Born Atlanta, Ga., Sept. 12, 1914. Harvard Univ. grad. Entered automobile business in 1937 with Goodyear Tire and Rubber Co.

**GILBERT, CARLTON H.**, dir. of adv. of U. S. Rubber Co. since 1956. Born Fremont, O., June 17, 1905. Dartmouth College. Entered automobile rubber business in 1934 at Mishawaka, Ind., in sales prom. dept. of Footwear and General Products Div. of U. S. Rubber Co.


HOW TO MAKE A SHOP CREW THIS SIZE

TURN OUT THE WORK OF A CREW THIS SIZE

*IT'S AS SIMPLE AS THIS . . .*

**EQUIP EVERY MECHANIC WITH A**

**GLOBE. "Frame-Kontact" HOIST**

Time Studies prove that mechanics increase the efficiency of their work by 50% and more when they work under a GLOBE "Frame-Kontact" HOIST. 75% of *all* shop jobs can be handled faster and better on a Hoist and when each of your mechanics is equipped with a GLOBE "Frame-Kontact" HOIST, your shop will turn out more work and better work in less time . . . show a higher profit on every job . . . you'll make promised deliveries . . . you'll have fewer "come-backs" . . . and you'll have *more* customers.

The money you save by installing GLOBE "Frame-Kontact" HOISTS will exceed by far the few pennies a day you need to pay for them through GLOBE's convenient TIME PAYMENT PLAN. It will pay you well to fill in the coupon below for full information on the popular GLOBE "Frame-Kontact" HOIST.

**Furnished with 4 "Continental-18" Adapters, GLOBE "Frame-Kontact" HOISTS will accommodate all car wheelbases . . . lift up to 8,000 lbs. Complete underside accessibility assures quicker, easier and better work on every job. Installation costs are low. Easy maintenance assures long and trouble-free service.**

**GLOBE HOIST COMPANY** ANA—812M—FKH(2)
**East Mermaid Lane at Queen Street**
**Philadelphia 18, Penna.**

**Please send me chart for 1958 lifting procedures on Globe "Frame-Kontact" Hoists.**

NAME_____
COMPANY_____
ADDRESS_____
CITY and ZONE_____ STATE_____

GLOBE PATENTS —The world-famous principle of "Frame-Kontact" lifting was invented, patented, pioneered, and licensed by Globe Hoist Company. It is covered by the following U. S. Patents: 2458986 — 2593630 — 2593635 — 2612344 — 2612355 — 2654443. Other U.S. and foreign patents issued and pending.

GLOBE THE BEST LIFT HOISTS

WORLD'S MOST COMPLETE LINE OF AUTOMOTIVE AND HEAVY-DUTY TRUCK HOISTS

# AUTOMOTIVE NEWS FAMILY ALBUM

**GILMARTIN, JOHN R.,** with Hyatt Bearings Div., GM Corp., as gen. sales mgr. since 1952. Born Toledo, O., 1906. Univ. of Mich., B.S. degree. Entered automobile business in 1929 at Detroit with Hyatt Bearings Div. as engr.

**GOODMAN, JAMES E.,** vice-pres. of General Motors and gen. mgr. of Fisher Body Div. since May 1, 1952. Born in Union City, Ind., Dec. 11, 1904. Univ. of Ill. Entered automobile business in 1925 at Norwood, O., with Fisher Body Div. as metal finisher.

**GOODYEAR, AUSTIN,** exec. vice-pres. of Hewitt-Robins, Inc., since 1956. Born in Buffalo, N. Y. Entered automobile business in 1941 at Passaic, New Jersey, in the production dept. of Hewitt-Robins, Inc.

**GORDON, MAYNARD M. (Mac),** with Automotive News as news editor since 1954. Born in Detroit, Sept. 5, 1927. Wayne State Univ. Entered automobile business in 1944 at Detroit with Automotive News as reporter.

**GOSSETT, WILLIAM T.,** Ford Motor Company as vice-pres. and general counsel since March, 1947. Born in Gainesville, Tex., Sept. 9, 1904. Univ. of Utah, A. B., Columbia Univ., LL.B Coe Col. LL.D.

**GIRARD, STEVE,** vice-pres., gen. mgr. Willys Motors, Inc., vice-pres. Kaiser Industries Corp., pres. Willys Overland Export Corp. Joined Kaiser-Frazer 1946. Born in Hoquiam, Wash., Sept. 18, 1913. Attended the Univ. of Wash.

**GOODWIN, R. L.,** with DeSoto Div. of Chrysler Corp. as advertising mgr. since 1956. Born Detroit, Mich., 1920. Harvard University. First entered automobile business in 1948 as advertising mgr., Amplex Div., Chrysler Corp.

**GORDON, JOHN F.,** with General Motors as vice-pres. and dir. and group executive in chge. of body and assembly plants since January, 1951. Born Akron, O., May 15, 1900. Annapolis Naval Acad., Univ. of Mich., M.S. deg. in engrg. Entered automobile business in 1923 at Detroit with Cadillac Motor Car Div. as laboratory technician.

**GOREY CHARLES B. JR.,** with Chrysler Corp. as dir. mfg. since July, 1956. Born Sept. 5, 1919, Detroit, Mich. Univ. of Detroit, Lawrence Inst. of Tech. Started with Chrysler in 1939.

**GOSTOW, A. L.,** gen. mgr. of Forge and Foundry Div., Chrysler Corp., since 1957. Born Kenosha, Wis., July 19, 1913. Armour Inst. of Tech. Entered automobile business in 1945 at Detroit as asst. plant mgr. for Dodge Forge Plant.

**GLADDING, HOWARD,** serv. mgr. of Rochester Products Div., General Motors Corp., since 1957. Born Bristol, N. Y., June 14, 1926. St. Lawrence Univ., B.A. degree. Entered automobile business in 1949 at Rochester as inspector for Rochester Products Div.

**GLASSFORD, FRED M.,** with Chrysler Corp. as group exec., regional assembly and car mfg. services since 1957. Born Detroit, Mich., June 6, 1913. Entered automobile business in 1932 as apprentice toolmaker in Dodge machine div.

**GOAD, LOUIS C.,** with GM Corp. since 1923, as executive vice-pres. since 1951 and director since 1946. Born Petersburg, Ind., Feb. 9, 1901. Univ. of Illinois, B.S., in mech. engrg. Entered automobile business in 1923 at Anderson, Ind., with Delco-Remy Co. as engr.

**GODFREY, JOSEPH E.,** works mgr. of Saginaw Steering Gear Div., General Motors Corp. Born Aug. 15, 1915, Anderson, Ind. Purdue Univ. Entered automobile business in 1937 with General Motors.

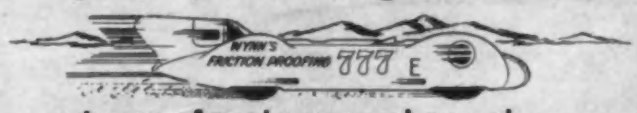
**GOEHRIG, HAL,** with Blackhawk Mfg. Co. as vice-pres. sales since 1942. Born Milwaukee, 1908. Univ. of Wisconsin, B.A. degree. Entered automobile business in 1930 at Milwaukee with present company in factory.

**GOLDMAN, MARTIN E.,** with Aitkin-Kynett Co. as partner since 1930. Born Baltimore, Md. Entered automobile business in 1914 at Baltimore with U. S. L. Battery Distributor as salesman.

**GOLDSTEIN, JAKE,** with Automotive News as Midwest advertising mgr. since 1942. Born in Chicago, Aug. 30, 1895.


**1956** Wynn's Friction Proofing Products voted #1 in Popular Mechanics survey.

**1957** Wynn's Friction Proofing Streamliner




sets new American speed record of 270.473 mph at Bonneville.

**1958** WYNN'S FRICTION PROOFING PRODUCTS

TESTED ENGINEERING SUPERIORITY — AUTOMOTIVE CAR LIFE SEAL OF MERIT — SAFETY EFFICIENCY PERFORMANCE

AWARDED THE CAR LIFE AUTOMOTIVE SEAL OF MERIT!

Wynn's Friction Proofing products were recently tested by Car Life's testing laboratory—an independent laboratory which has done research and tests for many branches of the government, including the Atomic Energy Commission. Having met the standards set by the laboratory for automotive products, Wynn's Friction Proofing products were awarded the CAR LIFE AUTOMOTIVE SEAL OF MERIT for *Superiority, Efficiency* and *Performance!*

And year after year Wynn's Friction Proofing products have held true to the one important fact, that with these products *the proof is in the performance.* This was certainly demonstrated at Indianapolis in 1950 when Johnnie Parsons won the famed '500' driving the Wynn's Friction Proofing Special...proved again three years later when Wynn's Friction Proofing products won the approval of the National Outboard Association...and proved still further when NASCAR made a special award to Wynn Oil Company for their "Outstanding contribution to stock car racing."

There is a Wynn's Friction Proofing product especially designed to *fight trouble* and to *prevent trouble* in your car's engine, carburetor, radiator and transmission...and the Car Life Seal of Merit guarantees you they will perform as advertised.

THE *Proof* IS IN THE *Performance!*

WYNN'S FRICTION PROOFING ®

*Also available in Canada and everywhere in the free world.*

*Friction Proofing is Wynn's Trade Mark for its exclusive metal conditioner which reduces friction between moving metals by chemically smoothing and sealing the surfaces. Manufactured by Wynn Oil Company, 1151 West Fifth Street, Azusa, California, U.S.A.

# AUTOMOTIVE NEWS FAMILY ALBUM

**GOULD, HERBERT M.**, with Motors Holding Div. of General Motors Corp. as general mgr. since 1949. Born in Philadelphia, Pa., Oct. 20, 1902. Wesleyan, Washington and Lee. Joined GMAC in 1926.

**GRANT, RICHARD H., JR.**, chmn. of the board and dir. of The Reynolds & Reynolds Co. Born Dayton, O., Jan. 18, 1913, Milford Prep. Sch., Detroit Business Univ. Entered automobile business in 1936 at Centerville, O., as Chevrolet dealer.

**GREBE, HENRY C.**, with Ford Motor Company, as Chief engr., product engrg. office, metal stamping. Born Detroit, May 25, 1902. Entered automobile business in 1918 at Detroit as office boy in Body Engineering Department, Fisher Body Corp.

**GREEN, LESLIE H.**, founder and chairman of the board of Automotive Materials Corp. since 1920. Born Detroit, Mich., 1886. Entered automobile business in 1901 at Detroit with Olds Motor Works.

**GREENLEE, JAMES T.**, with Imperial Brass Mfg. Co. as vice-pres. and director in charge of Industrial Sales Division. Born in Chicago Dec. 7, 1892. Northwestern U. Entered automobile business 1910 at Chicago with Imperial Brass Mfg. Co.

**GRANGER, C. M.**, mgr. automotive products, Bendix Radio Div., since 1951. Born Barron County, Wis., Nov. 9, 1911. Entered automobile business in 1936 at Baltimore with Bendix Radio in various capacities.

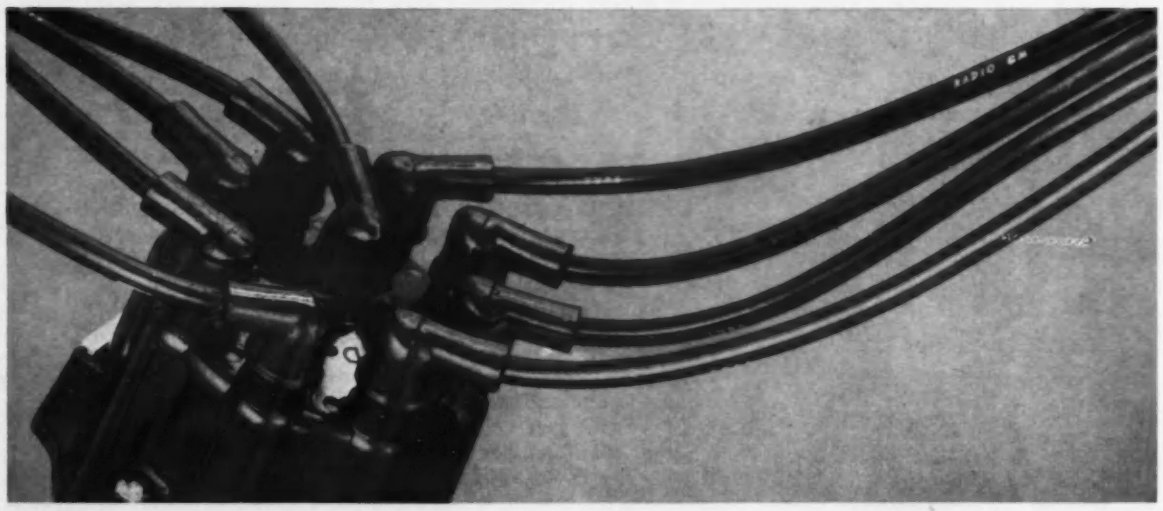
**GRANT, WILL C.**, with Grant Adv., Inc., as pres. Born Dallas, Tex., Aug. 9, 1906. Southern Methodist and Texas University.

**GREEN, JOHN F.**, general manager of Ditzler Color Division, Pittsburgh Plate Glass Company, since 1955. Born Portland, Oregon, March, 1914. Entered automobile business in 1954 at Detroit.

**GREEN, ROBERT N.**, president of Automotive Materials Corporation since 1947. Born Detroit, Mich., 1918. Entered automobile business in 1935 at Detroit with Automotive Materials Corp.

**GRESHAM, NOAH O.**, with White Motor Co. as dir. of retail and wholesale operations since 1956. Born in Herrin, Ill. Attended St. Louis U. Entered automobile business in 1929 as district mgr. Firestone Tire & Rubber Co.

**DON'T** / *"broadcast" trouble through ordinary ignition cable!*



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Packard Electric's exclusive T.V.R.S. cable carries the electricity that makes the ignition spark, while it simultaneously stops interference.

Thus, using *only* Packard T.V.R.S. cable, you successfully stop "broadcasting" ignition interference, which can drastically affect operation of car radios and neighboring TV sets. By distributing resistance over the entire wiring circuit, T.V.R.S. cable does a more effective suppression job than can be done any other way.

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*Packard Electric*

*Warren, Ohio*

*"Live Wire" division of General Motors*

**GRIFFIN, HAROLD F.**, with Griffin Lamp Co. as pres. since organization of company in 1946. Born in Cincinnati June 10, 1878. Univ. of Cincinnati. Entered automobile business in 1917 in Detroit at Cadillac Motor Car Co.

**GRIMES, WILLIAM M.**, prod. planning mgr. of Ford International Div., Ford Motor Co., since 1955. Born in Indiana. Harvard University. Entered automobile business in 1949 with Ford Motor Co.

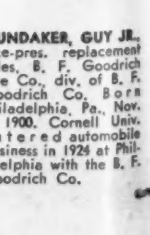
**GRINSTEAD, C. W.**, Director of Advertising and Merchandising for Willys Motors, Inc. Born in Illinois, 1914. Entered the automobile business with International Harvester Co., 1934 - 1941. Automotive advisor to War Dept., 1941-1945. With Kaiser interests since 1945.

**GROBE, LLOYD A.**, adv. mgr. of Oldsmobile Div. since 1957. Univ. of Idaho. Entered automobile business in 1946 at Spokane with distributor. Joined Oldsmobile in 1954.

**GRUNDY, GORDON E.**, pres. of Studebaker-Packard Corp. of Canada since 1958. Born Toronto, Ont., Feb. 26, 1912. Dalhousie Univ., degree in accounting. Joined Studebaker-Packard of Canada in 1946 as comptroller and asst. secretary.

**GULICK, J. E.**, vice-pres. mfg. of B. F. Goodrich Tire Div., B. F. Goodrich Co., since 1953. Univ. of Akron, B.E. degree. Entered rubber business in 1927 at Akron as tire development engr. for B. F. Goodrich Co.

**GUNDAKER, GUY JR.**, vice-pres. replacement sales, B. F. Goodrich Tire Co., div. of B. F. Goodrich Co. Born Philadelphia, Pa., Nov. 5, 1900. Cornell Univ. Entered automobile business in 1926 at Philadelphia with the B. F. Goodrich Co.



# AUTOMOTIVE NEWS FAMILY ALBUM

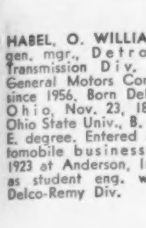
**GUSTINE, A. NEIL,** King-Seeley Corp., pres. since 1947. Born in Hartford, Mich., Feb. 12, 1900. Univ. of Michigan, B. S. degree. Entered automobile business in 1924 at Ann Arbor, Mich., with King-Seeley Corp. as draftsman.

**HALL, T. FAXON,** with Walker Mfg. Co. of Wis. as vice-pres. Born Negaunee, Mich., May 2, 1901. Univ. of Wis., B.A. Entered automobile business in 1930 in Milwaukee, Wis., with Shaler Co. as sales promotion mgr.

**HALLER, FRED L.,** Past pres. National Automobile Dealers Assn. Born in Washington, D.C., Sept. 22, 1895. Entered automobile business in 1919 in District of Columbia as dealer.

**HAMLIN, J. R.,** general manager Aro Top Sales Co. since 1945. Born Wenham, Mass., in 1892. Entered automobile business in 1916 at Boston with Connell-McKone Co., as salesman.

**HANCOCK, ROBERT W.,** with Hancock Mfg. Co. as pres. since 1948. Born in Chicago, Jan. 1 1905. Mass. Inst. of Tech. Entered automobile business in 1927 at Jackson, Mich., with Hancock Mfg. Co. as prod. clerk.



**HABEL, O. WILLIAM,** gen. mgr., Detroit Transmission Div. of General Motors Corp., since 1956. Born Delta, Ohio, Nov. 23, 1898. Ohio State Univ., B. M. E. degree. Entered automobile business in 1923 at Anderson, Ind. as student eng. with Delco-Remy Div.

**HALLAS, HOWARD E.,** pub. rel. dir. of American Motors Corp. since 1955. Born Sept. 11, 1910, Donora, Pa. U of M, 1933. Entered automobile business in 1937 with Automotive Daily News.

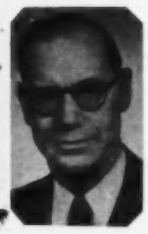
**HAMILTON, GUY JR.,** with Ford Div., Ford Motor Co., as marketing serv. mgr. Born Whitewright, Tex. Rice Institute. Entered automobile business in 1948 at Dearborn, Mich., with Ford Motor Co. as member of the organization department.

**HAMMOND, WILLIAM A.,** adv. mgr. of Plymouth Division, Chrysler Corp. since June, 1957. Born St. Clair Shores, Mich., Sept. 1, 1923. Attended Detroit Business Institute and Univ. of Georgia. Was Director of Media, Grant Advertising, prior to joining Plymouth.

**HANCOCK, WILLIAM G.,** with McCord Corp. as pres. since June, 1948. Born Detroit Dec. 22, 1894. Entered automobile business in 1919 in Detroit with McCord Corp. as office mgr.

**HADSALL, G. R., JR.,** assistant merchandising manager of American Motors Corp. since 1957. Born Denver, February 10, 1918. Central Business College, Denver. Entered automobile industry in 1937 as salesman for Hadsall Motors (Nash), Denver.

**HAEFNER, EARL W.,** Assistant to the President, Borg-Warner International Corp., since 1956. Born in Froelich, Iowa, Nov. 2, 1899. Rahe Auto School, Iowa State College. Entered automobile business 1914 as mechanics helper.



**HAFSTAD, LAWRENCE R.,** vice-pres. in charge of research staff of General Motors Corp. since 1955. Born Minneapolis, Minn. June 18, 1904. Univ. of Minn., B.E.E. degree, Johns Hopkins Univ., PhD degree. Entered automobile business in 1955 with General Motors Corp.

**HAGOPIAN, LOUIS T.,** dir. of adv. and sales prom., Plymouth Div., Chrysler Corp. since 1956. Born Pontiac, Mich., June 1, 1925. Entered automobile business in 1948 as field claims adjuster with Pontiac. Joined Dodge in 1953.

**HAHN, REA I.,** pres. of Walker Mfg. Co. of Wis. since 1956. Born Culver, Ind., Sept. 10, 1910. Purdue Univ., B.S. Ch.E. degree. Entered automobile business in 1934 at Anderson as metallurgist and process engr. with Delco-Remy Div., General Motors Corp.

**HALDERMAN, FRANK E.,** gen. mgr. of Bower Roller Bearing Div., Federal - Mogul - Bower Bearings, Inc., since 1956. Born Emporium, Pa., 1901. Entered automobile business in 1942 with Bower Roller Bearing Co.

**HALL, SIDNEY S.,** with Libbey - Owens - Ford Glass Co. as Detroit automotive sales mgr. since 1945. Born Dayton, O., Nov. 15, 1902. Univ. of Pa., B.S. of Econ. Entered automobile business with Libbey-Owens-Ford at Toledo in 1927 as sales rep.

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# AUTOMOTIVE NEWS FAMILY ALBUM

**HANSEN, ZENON C.**, R., pres. of Diamond T Motor Car Co. since 1956. Born Hibbing, Minn., 1909. Entered motor truck business in 1927 with International Harvester Co.

**HARDER, DEL S.**, Ford Motor Co. exec. vice-pres.—basic mfg. divisions. Born in Delhi, N. Y., March 19, 1892. Mechanical Engrg. Correspondence School. Entered automobile business in 1912 at N. Y. with Yellow Cab Co.

**HARDING, DONALD E.** with Dodge as retail merchandising mgr. since 1956. Born Akron, Ohio, Jan. 1, 1926. Entered automobile business in 1947 as used car salesman.

**HARMAN, RICHARD P.**, executive assistant to general sales manager, Ford Division, since 1957. Born in Evanston, Illinois. Stanford University, A.B. Entered automobile business with Ford Motor Company in 1946.

**HARRINGTON, F. THEODORE**, with Vickers, Inc. as vice-pres., sales since 1939. Born in Cleveland, O., 1903. Univ. of Akron, M.E. Entered automobile business in 1932 at Detroit with Vickers, Inc., as sales engineer.

**HARBISON, JOHN S.** sales mgr. of Willard Storage Battery Div., The Electric Storage Battery Co. Born Magazine, Ark. Apr. 9, 1915. Entered automobile business in 1947 at Kansas City with the Willard Storage Battery Co.

**HARDING, ALBERT B.**, with Lempco Prod., Inc. as vice-pres., sales since 1949; with Lempco Automotive, Inc. as pres. since July, 1953. Born 1917. Lehigh Univ., B. S. degree. Entered automobile business in 1946 at Bedford, O., with Lempco Prod., Inc. as sales engr.

**HARDING, SAM V.**, with Bendix Prod. Div. of Bendix Aviation Corp. as adv. mgr. since 1937. Born Indianapolis June 21, 1900. Entered automobile business in 1922 in Indianapolis with Marmon Motor Car Co. as sales and sales prom. mgr.

**HARRIG, ERNEST L.**, with Chevrolet Motor Div. of GM Corp. as gen. serv. mgr. since 1947. Born Hannibal, Mo., May 12, 1895. Entered automobile business in 1908 in Omaha, Neb., with Franklin-Peerless as mechanic.

**HARRINGTON, RALPH H.**, adv. dir. General Tire & Rubber Co., all products, all divisions, since 1936.

**HARRIS, WADE N.**, Pres. Midland-Ross Corp. (formerly Midland Steel Products Co.) since 1956. Born Buffalo, N. Y., Feb. 17, 1906. Cornell Univ., B.S. degree. Entered automobile business in 1948 at Detroit as body div. mgr. of Murray Corp. of America.

**HARROW, T. T.**, with White Motor Co. as dir. of export since 1949. Born 1889. Entered automobile business in 1926 as salesman.

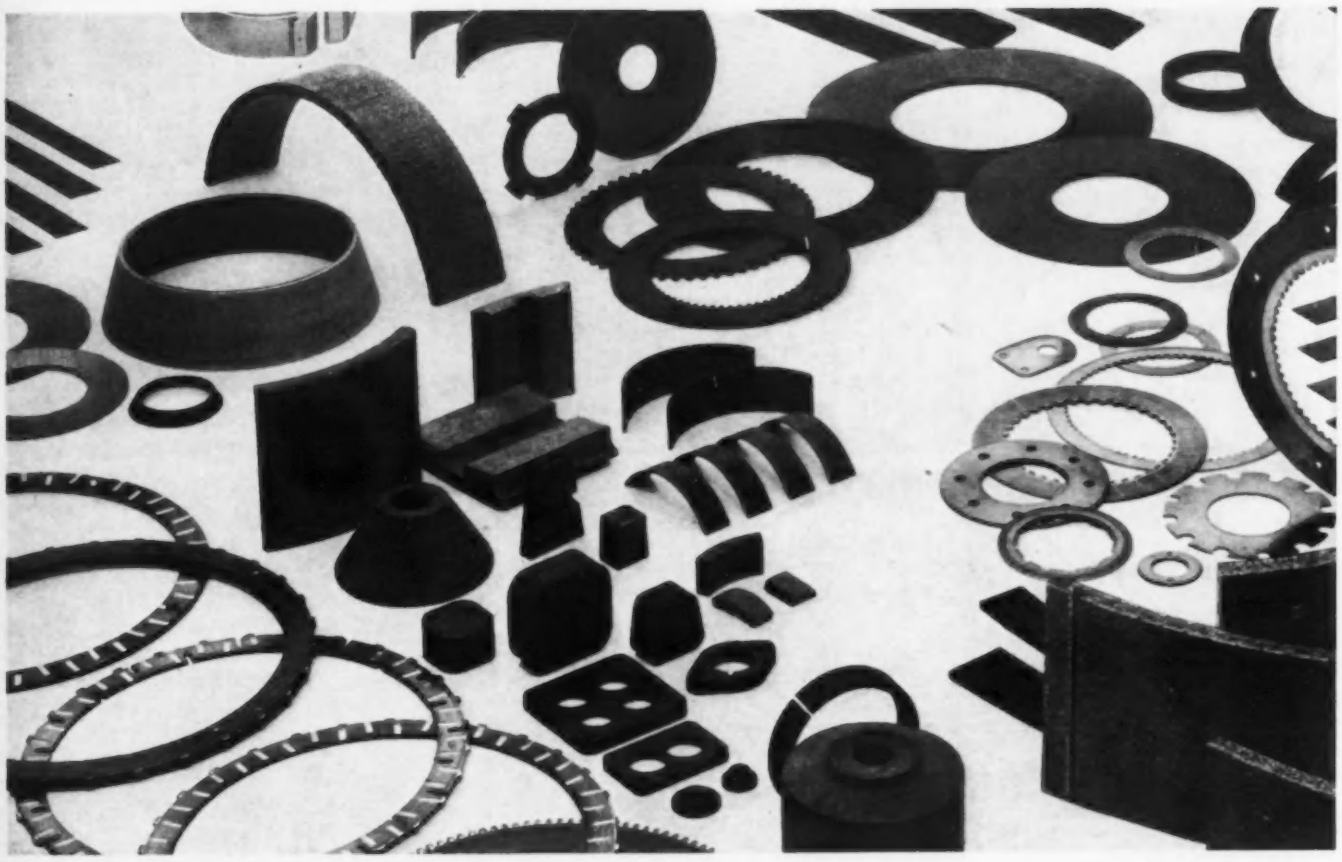
**HARTFORD, LAWRENCE D.**, sen. vice-president in charge of sales of Dunlop Tire and Rubber Corporation since 1954. Born in Ohio, Nov. 27, 1898. Entered tire business in 1923 at Chicago as office manager of Dunlop Tire and Rubber Corporation.

**HARTIG, ARNOLD W.**, staff asst. to the group vice-pres., basic mfg. of Chrysler Corp. Born May 30, 1909, in Reedsburg, Wis. Entered automotive field with Universal Products in 1946, serving as treas. and dir.

**HARTIGAN, JOSEPH J.**, with Campbell-Ewald Co. since 1925. vice-chmn. of the board. Born in Chicago, Apr. 27, 1899. Mark Sheridan-St. James. Entered automobile business in 1916 at Chicago with Critchfield & Co.

**HASEMEYER, HAROLD E.**, with The Electric Auto-Lite Co. as vice-pres.-mfg. and member of the board of directors since 1952. Born Toledo, 1897. Entered automobile business in 1915 with Auto-Lite.

**HASSEL, CARL E.**, vice-pres. and media dir., Ross Roy, Inc. Born Menominee, Mich., July 19, 1903. Univ. of Michigan. Entered automobile business in 1926 in Detroit with Campbell-Ewald Co. as research asst.

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# FARM JOURNAL

One of the nation's truly great service magazines
Read by most of the best farm families

Graham Patterson
*Publisher*

Richard J. Babcock
*President*

# AUTOMOTIVE NEWS FAMILY ALBUM

**HATCH, ARTHUR S.**, member Ford Motor Company dealer policy board, with headquarters in San Francisco. Joined Ford in Chicago in 1922. Western Regional Sales Manager for Ford Division immediately prior to becoming a member of Dealer Policy Board.

**HAWKINS, ALFRED I.**, with Rockwell Spring & Axle Co. as vice-pres. since 1953. Born Grove, Mich., Aug. 8, 1893. Ferris Inst. Entered automobile business in 1912 at Jackson with Sparks-Withington Co. as steno-clerk.

**HAYS, ROBERT M.**, with Rockwell Spring and Axle Co. as vice-pres. since 1953. Born Pittsburgh, Pa., Aug. 2, 1902. Penn State Univ. Entered automobile business in 1927 at Pittsburgh.

**HEIL, JOSEPH F.**, with Heil Co. as pres. since 1946. Born in Wisconsin in 1902. Northwestern Univ. Entered automobile business in 1923 with Heil Co.

**HENDERSON, ELDON H.**, with Yale Rubber Mfg. Co. as pres. Entered automobile business in 1927 with Continental Rubber Works as sales engineer. Left in 1945 to found Yale Rubber Mfg. Co.

**HATCH, CLARANCE, JR.**, exec. vice-pres. of Campbell-Ewald Co. since 1956. With D. P. Brother as executive vice-president from 1934 to 1955, with Kudner Agency 1955-1956 as sen. vice-pres. Born in Savannah, Ga. Entered advertising business with Chrysler in 1923.

**HAWKINS, HARRY**, dir. of sales and engrg. of Saginaw Steering Gear Div., General Motors Corp. Born July 11, 1905, Bay City, Mich. Univ. of Mich. Entered automobile business in 1926 with White Motor Co.

**HEGG, CLINTON F.**, vice-pres. and gen. sales mgr. of L-O-F Glass Fibers Co. Univ. of Minnesota. Entered glass industry in 1939 at Dallas as sales rep. for L-O-F Glass Fibers Co.

**HEITMAN, CHARLES E.**, pres. of Carter Carburetor Div., ACF Industries, Inc., since 1956. Born Bolton, Miss., Jan. 14, 1908. Georgia Tech., Yale Univ., B.S.E.E., M.S.E.E. degrees. Entered automobile business in 1936 at Philadelphia as engr. with Edw. G. Budd Mfg. Co.

**HENRY, JOHN F.**, vice-pres. of Geyer Adv., Inc. since 1953. Born Brooklyn, N. Y. N. Y. Univ. Entered automobile business in 1946 at N. Y. as asst. acct. exec. with Geyer Adv. Inc.

**HERMAN, FRANK P.**, with Purolator Products Co. as vice-pres. and dir. Born in Ashland, O., 1886. Ohio State. Entered automobile business in 1912 at Detroit with Studebaker Corp. as salesman.

**HERNDON, WALTER B.**, dir. of sales and engrg. of Detroit Transmission Div., General Motors Corp., since 1956. Born Spokane, Wash., Aug. 20, 1906. State Coll. of Wash., B.S. degree. Entered automobile business in 1928 with General Motors Corp.

**HERPOLSHEIMER, PAUL JR.**, with DeSoto Div., Chrysler Corp., as exec. asst. to vice-pres. since 1956. Born Sept. 26, 1904 in Seward, Neb. Univ. of Neb. Joined DeSoto in 1939 as dist. mgr. Entered automobile business in 1926 as retail salesman.

**HEWITT, THOMAS M.**, automotive publicity mgr. of American Motors Corp. since 1956. Born Detroit, Mich., Sept. 29, 1929. Wayne Univ., Univ. of Detroit. Entered automobile industry in 1949 as staff writer for Automotive News.

**HICKS, GLENN H.**, with Acme Quality Paints, Inc., technical dir. since 1940. Factory manager since 1953. Born Garnett, Kan. May 5, 1903. Univ. of Kan., A. B. Entered automobile business in 1923 in Kansas City, Mo., with Cook Paint & Varnish Co., as chemist.

**HILL, HAROLD H.**, general manager automotive finishes, Pittsburgh Plate Glass Co. Born Blissfield, Mich., May, 1910. Entered automobile business in 1935 at Detroit with Ditzler Color Division.

**HILL, WILLIAM O.**, mgr., special events for Plymouth Div., Chrysler Corp., since Jan., 1957. Born Taylor, Texas, Feb. 1, 1925. Louisiana Tech. Entered automobile business with Dodge in 1952 in co-op adv.

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# AUTOMOTIVE NEWS FAMILY ALBUM

**HOBAN, JOSEPH A.,** With B. F. Goodrich Co. as vice-president of marketing since 1956. Born Cincinnati, May 10, 1897. Univ. of Cincinnati; LL.B. Entered automobile business in 1919 in Akron with B. F. Goodrich Co. as salesman.

**HOLLEY, JOHN C.,** with Holley Carburetor Co. as vice-president and director of sales. Cornell Univ. Entered automobile business in 1940 at Detroit with Holley Carburetor in engrg. dept.

**HOLLINS, JESSE R.,** vice-pres. of Signal-Stat Corp. since 1932. Born in Poland, Oct. 21, 1905. Entered automobile business in 1928 with inventions of safety devices for the automotive industry.

**HOOK, F. R.,** asst. gen. mgr. of Iona Mfg. Div., The Mitchell-Bentley Corp., since 1957. Born Oct. 30, 1903. Entered automobile business in 1924 at Pontiac, Mich., with Fisher Body Div.

**HOPE, IVOR H.,** with Hope Metal Products, Inc., as pres. since 1939. Born London, England, in 1896. Oxford Univ., England, B. A., M. A. Entered automobile business in 1920 with Chandler Motor Car Co. as P. A.

**HOLDEN, PARKER** with Holden, Chapin, LaRue Inc. as pres. since 1926. Born Detroit, Mich., Feb. 1897. Trinity Coll. A.B. Entered advertising business in 1919 in Detroit with Seelye & Brown Adv. Agency as acct. exec.

**HOLLINGSHEAD, RICHARD M.,** with R. M. Hollingshead Corp. as chmn. of board. Born Riverton, N. J., Feb. 25, 1900. Manlius. Entered automobile business in 1918 with R. M. Hollingshead Corp.

**HOLMES, FOSTER,** with Lincoln Engrg. Co., Div. of McNeil Machine & Engrg. Co. as dir. & asst. treas. since 1956. Born Minneapolis, Minn., June 25, 1890. Phillips Exeter Acad., Sheffield Scientific School of Yale Univ., B. S. degree. Entered the lubricating equipment business in 1931 at St. Louis with Lincoln Engineering Co. as sales mgr.

**HOOPER, GEORGE P.,** with Hancock Mfg. Co. as vice-pres., mgr. of auto. sales, Hewitt-Robins, Inc. Born London, Canada, 1893. High school, bus. coll. Entered automobile business in 1920 at Windsor, Ont., with GM Corp. as foreman.

**HOPKINS, PHILIP B.,** dir. of serv. development and training of Chrysler Corp. since 1956. Born Middlefield, O., Mar. 18, 1901. Entered automobile business at Cleveland with F. B. Stearns Co. following World War I.

**HOLDEN, THOMAS H.,** dealer rep. and rel. mgr., M-E-L Div., Ford Motor Co. Born Rutland, Vt. in 1911. Dean Academy, Tufts Coll. Entered automobile business in 1933 with Ford Motor Co.

**HOLDSWORTH, HARRY W.,** with New Departure Div., General Motors Corp., as adv. mgr. since 1953. Born East Lansing, Mich., 1893. Mich. State Coll. Entered automobile business in 1920 at Bristol, Conn., with New Departure Div.

**HOLE, A. J.,** group exec.-metal stamping, Ford Motor Co. since 1957. Born McIntosh, Minn., Sept. 10, 1904. Entered automobile business in 1922 as die maker for Briggs Mfg. Co.

**HOLIHAN, ROY J.,** advertising representative for Automotive News since 1955. University of Detroit. Entered automobile business in 1920 at Detroit as assistant advertising manager of Cadillac Motor Car Co.

**HOLLEY, EARL,** with Holley Carburetor Co. as vice-chmn. of the board since Jan., 1953. Born Port Jervis, N. Y. Bradford, Pa., High Sch. Entered automobile business in 1901 in Bradford, Pa., with Holley Motor Co.

**HOLLEY, GEORGE M.,** with Holley Carburetor Co. as chmn. of the board since 1917. Born Port Jervis, N. Y. Apr. 11, 1878. Stevens School. Entered automobile business in 1897 in Bradford, Pa. with Holley Brothers Co.

**HOLLEY, GEORGE M., JR.,** with Holley Carburetor Co. as pres. since 1953. Cornell Univ., B. of Arts. Entered automobile business in 1938 at Detroit with Holley Carburetor.

AUSCO Jacks

AUTO SPECIALTIES MFG. CO., INC. St. Joseph, Michigan

Other plants in Benton Harbor and Hartford, Mich. and Windsor, Ont., Can.

# AUTOMOTIVE NEWS FAMILY ALBUM

**HORNER, STANLEY H.**, past pres. National Automobile Dealers Assn., past pres. of Washington Automobile Dealers Assn. Buick dealer since 1917, dir. Universal Underwriters. Pres. D. C. Old Timers. Dir. Automobile Old Timers. Entered automobile business in 1904 at Washington, D. C.

**HUBBS, H. D.**, parts and access. mgr. Ford Div., since 1956. Born Amsterdam, N. Y. Cornell Univ. Entered automobile business in 1947 as parts sales mgr. of Ford Motor Co.

**HUDSON, ARTHUR S.**, pres. of Marine and Industrial Engine Div., Chrysler Corp., since Nov., 1957. Born Detroit, Mich., July 16, 1912. Princeton Univ., B.A. degree. Entered automobile business in 1943 with Chrysler Corp.

**HUEBNER, GEORGE J. JR.**, with Chrysler Corp. as exec. engr.--research since Jan. 1953. Born in Detroit in 1910. Univ. of Mich. Entered the automotive business in 1931 as a laboratory eng. for Chrysler.

**HUGHSON, WILLIAM L.**, with Wm. L. Hughson Co. as pres. since 1903. Born Buffalo, N. Y., Nov. 13, 1868. Business college. Entered automobile business in 1903 at San Francisco.

**HOWARD, J. B.**, plant operations mgr., M-E-L Div., Ford Motor Co., Co., since 1955. Born Greenville, Texas. Rice Institute, Southern Methodist Univ. Entered automobile business in 1926 with Ford Motor Co.

**HUDGENS, JAMES J.**, asst. gen. sales mgr., Buick Motor Div. Born Kansas City, Mo., Aug. 15, 1914. Purdue Univ. Entered automobile business in 1939 as car distributor and office manager in Buick's Kansas City zone.

**HUDSON, MARVIN L.**, dir. of automotive export sales of American Motors Corp. since 1956. Born Powhatan, Ark. Detroit Business Institute. Entered automobile business in 1925, working on assembly line of Rickenbacker Motor Car Co.

**HUFSTADER, WILLIAM F.**, vice-pres. of General Motors Corp. in charge of distribution since Nov. 1, 1948. Born Jersey City, N.J., June 25, 1895. Denison Univ. Entered automobile business in 1915 at Buffalo with Pierce-Arrow Motor Car Co. as student engineer.

**HULCE, RAY A.**, asst. gen. pur. agt. of M-E-L Div., Ford Motor Co., Born Whitewater, Wis. Univ. of Mich., B.S. degree, Columbia Univ., M.S. degree. Entered automobile business in 1948 with Ford Motor Co.

**HUMPHREYS, HARRY E., JR.**, with U. S. Rubber Co. as chmn. since 1951. Born Philadelphia, Oct. 24, 1900. Wharton School of Finance. Entered rubber business in 1938 in New York with U. S. Rubber Co. as vice-pres. and director. Served as pres. 1949-1957.

**HUNGATE, VIVIAN BERYL**, with Associates Investment Co. as vice-pres. since 1945. Born in Clermont, Ind., Apr. 30, 1898. Fountain High. Entered automobile business in 1925 at Indianapolis with Chevrolet Motor Co. as district rep.

**HUNT, ROY A.**, with Aluminum Company of America since 1903; president 1928-1951; chairman exec. committee since 1951. Born in Nashua, N. H., Aug. 3, 1881. Yale, 1903; A. B. Univ. of Pittsburgh, Ph. D. (Hon.), 1944. Oberlin College, Ph.D. (Hon.) 1953.

**HUNTER, ROBERT E.**, gen. sales mgr. of Detroit Diesel Engine Div., General Motors Corp., since 1955. Born Nunda, N. Y., June 12, 1911. Univ. of Mich., B.S. degree. Entered automobile business in 1937 at Detroit as mgr. of market analysis with Graham Paige Motor Car Co.

**HUSTED, ELBERT E.**, with Titeflex, Inc., as vice-chmn. of the board. Born Kansas City, Kans., June 8, 1892. Colorado Agr. Coll. Entered automobile business in 1924 in Newark, N. J., with Titeflex, Inc., as salesman.

**HUTCHINSON, RICHARD A.**, vice-pres. and mgr. of export div. of Studebaker - Packard Corp. Born Spokane, Wash., Sept. 19, 1897. Gonzaga Univ. Entered automobile business in 1917 at Portland, Ore., with Charles C. Fagan Co. as salesman. Joined Studebaker in 1923.

**IACOCCA, L. A.**, car marketing mgr. of Ford Div., since 1957. Born Allentown, Penna. Lehigh Univ., B.S. degree, Princeton Univ., M.S. degree. Entered automobile business in 1946 at Dearborn with Ford Motor Co. on sales staff.


SHELLER

MANUFACTURING CORPORATION

★

*Plants*

CHICAGO, ILLINOIS
KEOKUK, IOWA
PORTLAND, INDIANA
NORFOLK, VIRGINIA
PENDLETON, INDIANA
UNION CITY, INDIANA
MONTPELIER, INDIANA

★

*Principal Offices*

CHICAGO, ILLINOIS, PORTLAND, INDIANA AND IN THE GENERAL MOTORS BLDG., DETROIT, MICH.

*Producing:*

STEERING WHEELS

MOLDED, EXTRUDED HARD AND SPONGE RUBBER AND VINYL PRODUCTS

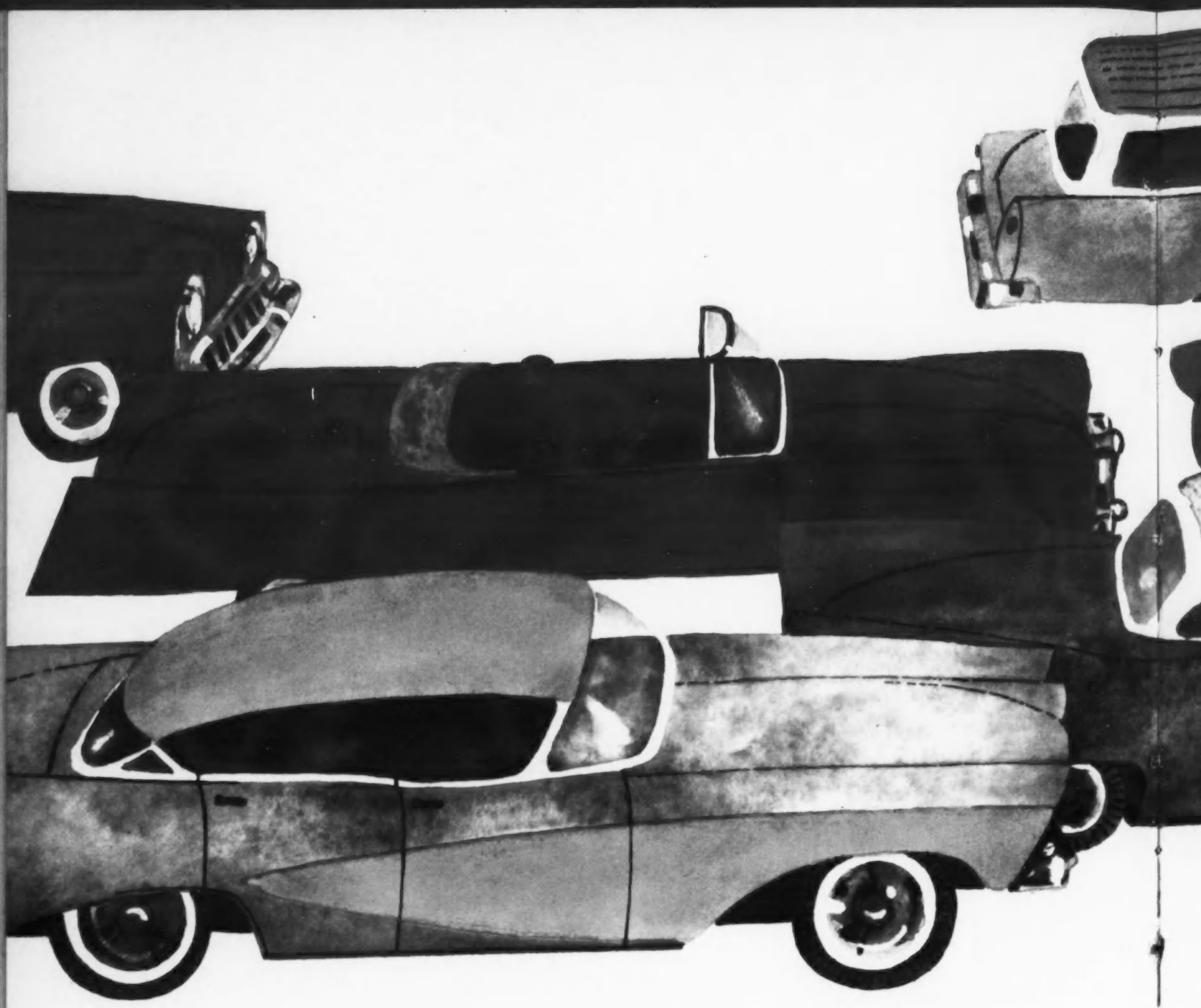
SHELLERTEX (POLYURETHANE)

CHROME PLATED DIE CASTINGS

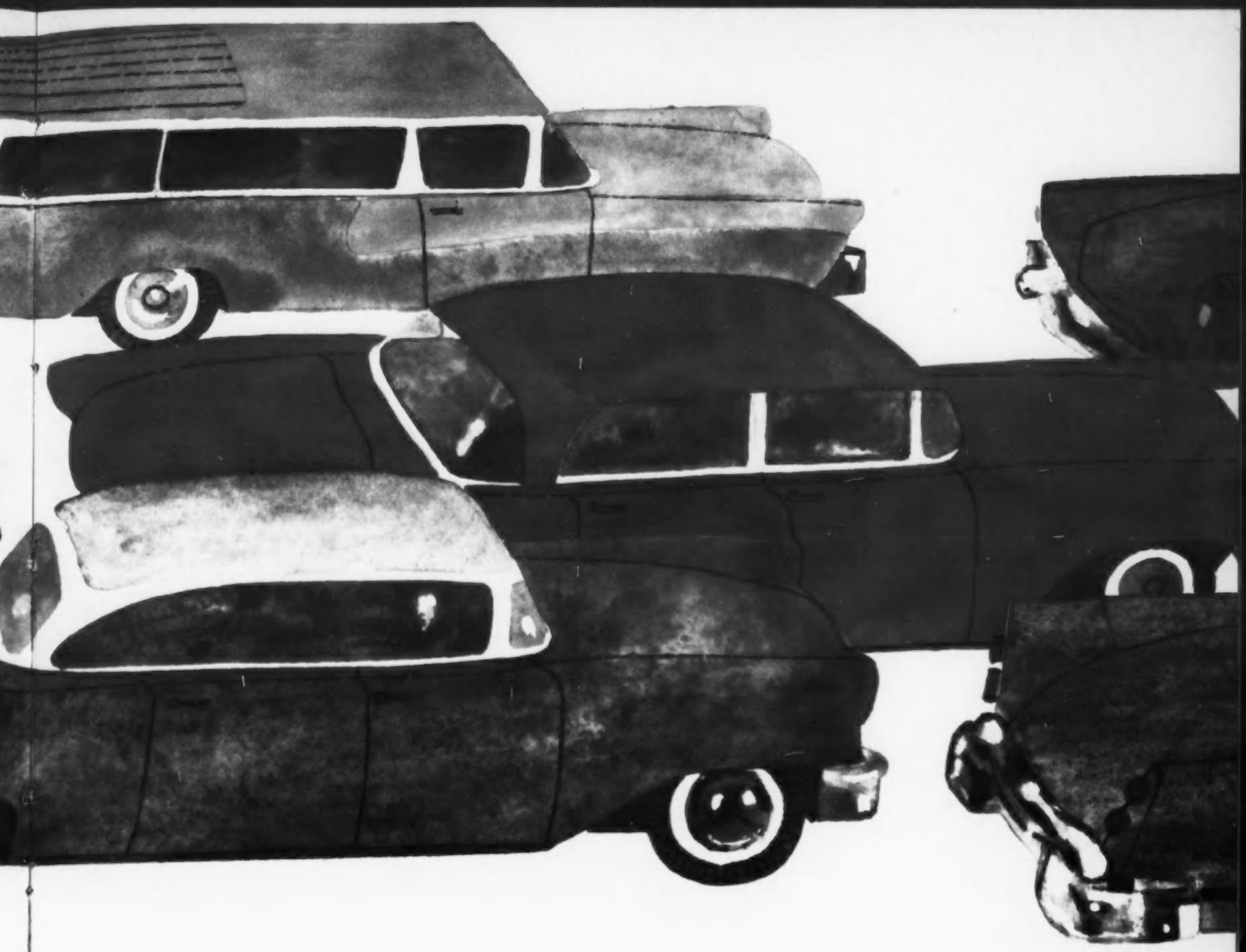
METAL STAMPING AND SCREW MACHINE PRODUCTS

CORK AND PLASTIC PRODUCTS

New light
on the power
of LIFE



**38¢ out of every dollar spent on automotive products is spent by households that read a single issue of LIFE**



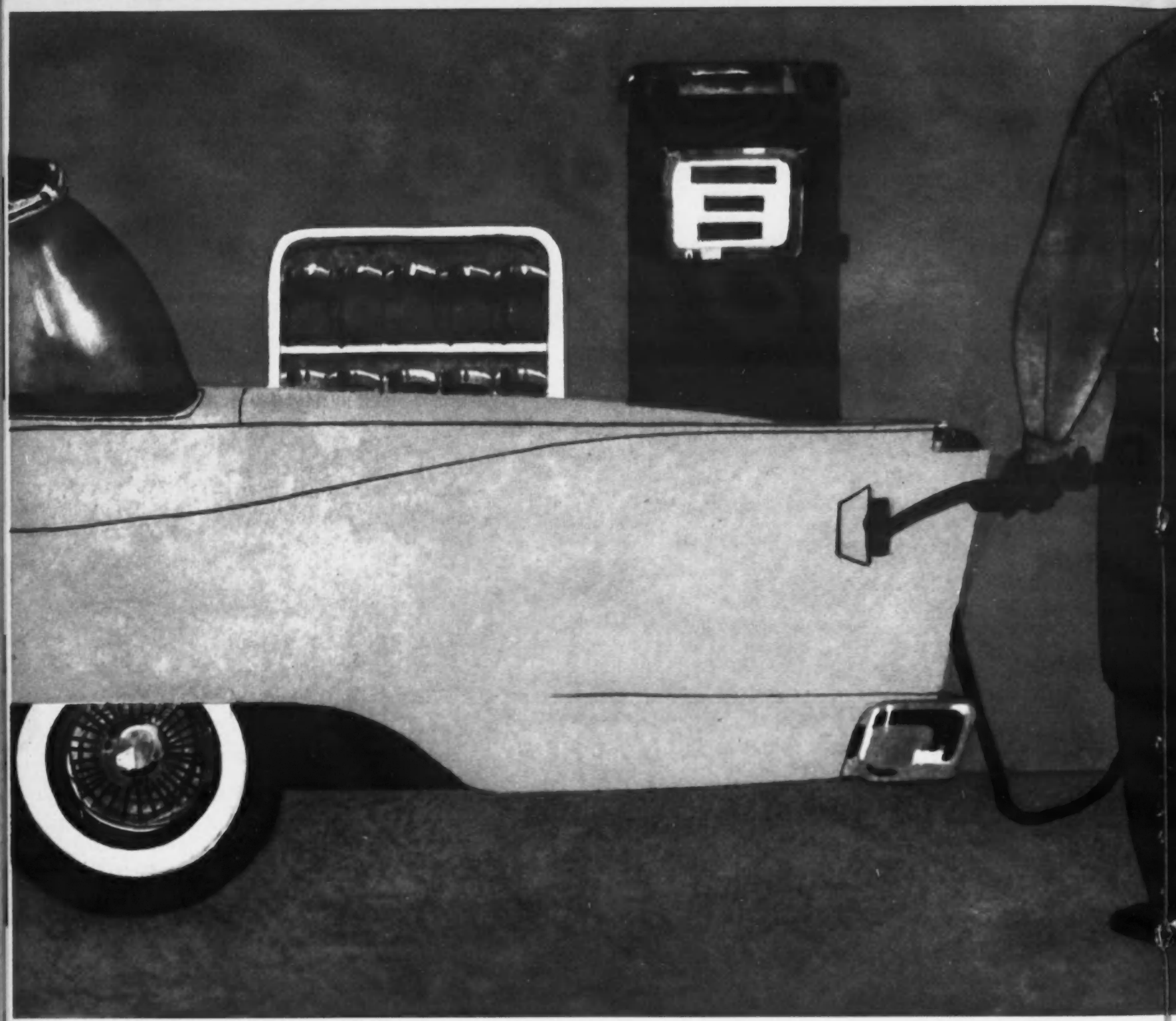
Now, for the first time, you can measure the tremendous sales potential of LIFE's audience in terms of the dollars it spends for the type of product you have to sell.

No other medium but LIFE offers so complete and so recent an analysis of the spending power of the market it reaches. These findings are from Volume 2 of LIFE's *Study of Consumer Expenditures* which documents how U. S. households spend their money for a wide range of consumer products and services like yours.

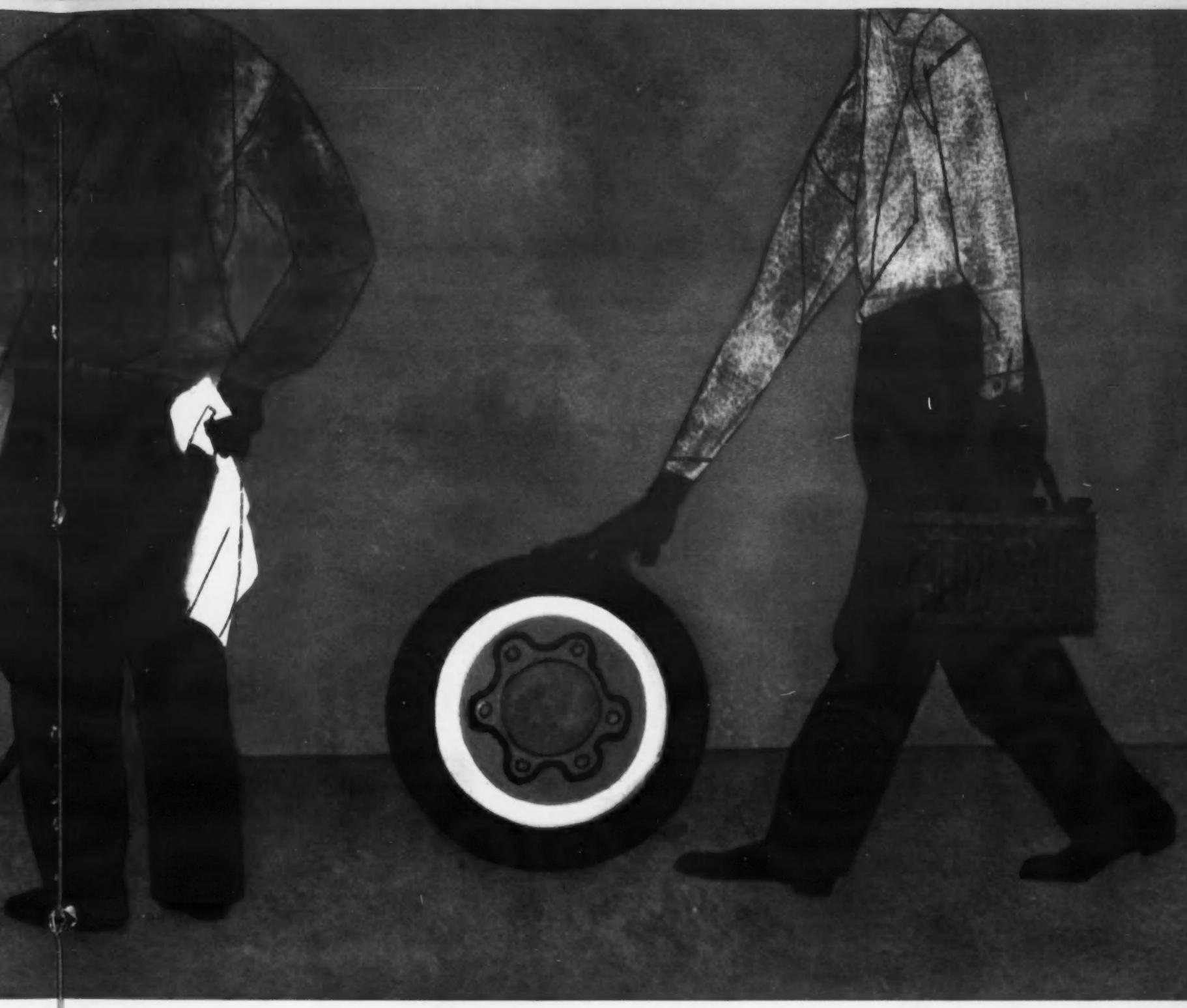
Source: LIFE's *Study of Consumer Expenditures*, an analysis of $200 billion spent by U. S. households for consumer goods and services in 1956.

***Only* LIFE *gives you so much marketing information***

***. . . so swiftly, so surely***



The LIFE automotive market buys more



A single issue of LIFE gives you 15,320,000 households—a vast and responsive market that you can count on every single week. The average issue of LIFE reaches 31% of all U. S. households. And these 31% buy proportionately more than their numbers—they account for 38% of all consumer expenditures for automotive products—like yours.

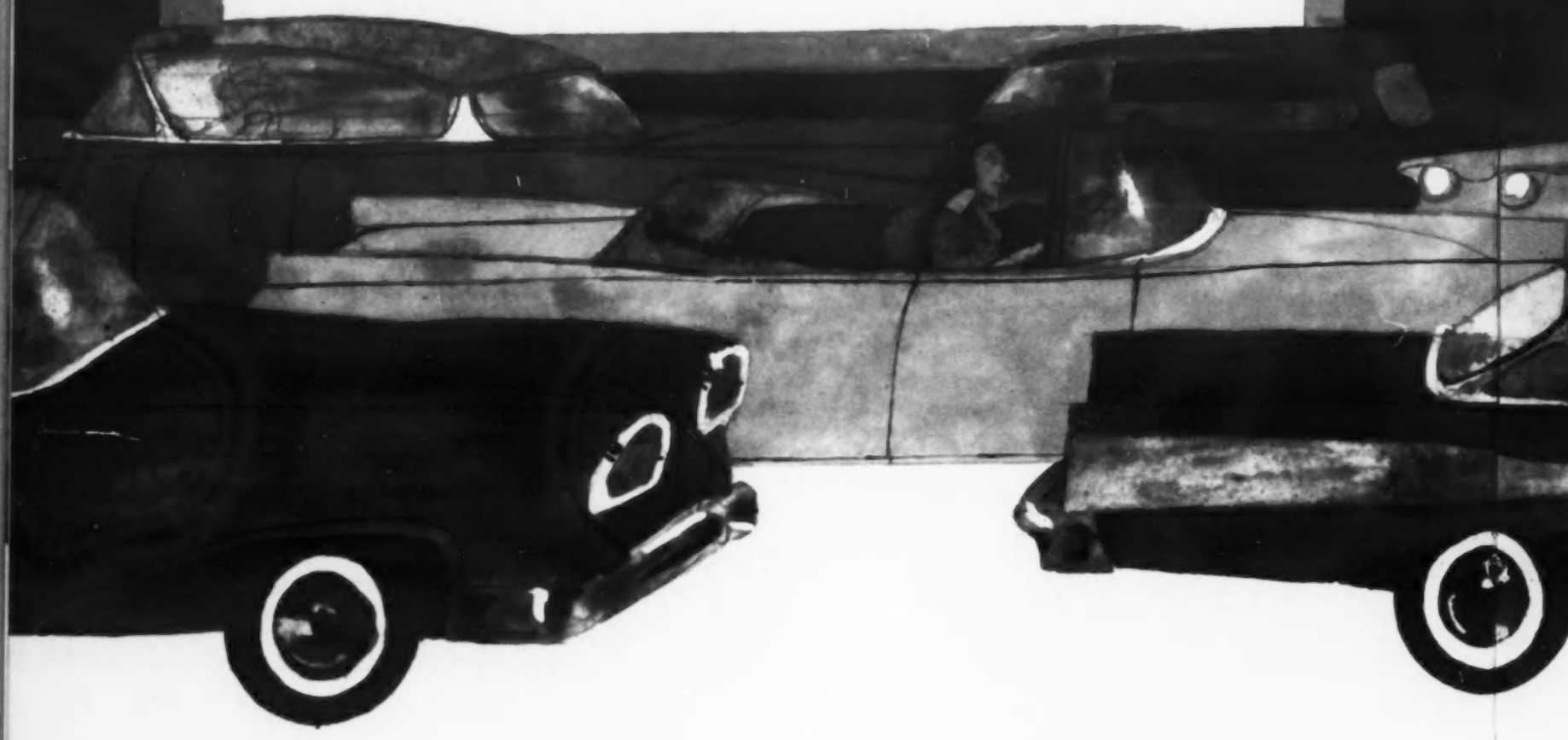
This makes them your best prospects.

***Only LIFE gives you so much sales potential so swiftly, so surely***

***No wonder.***

## How passenger car advertisers rank national magazines

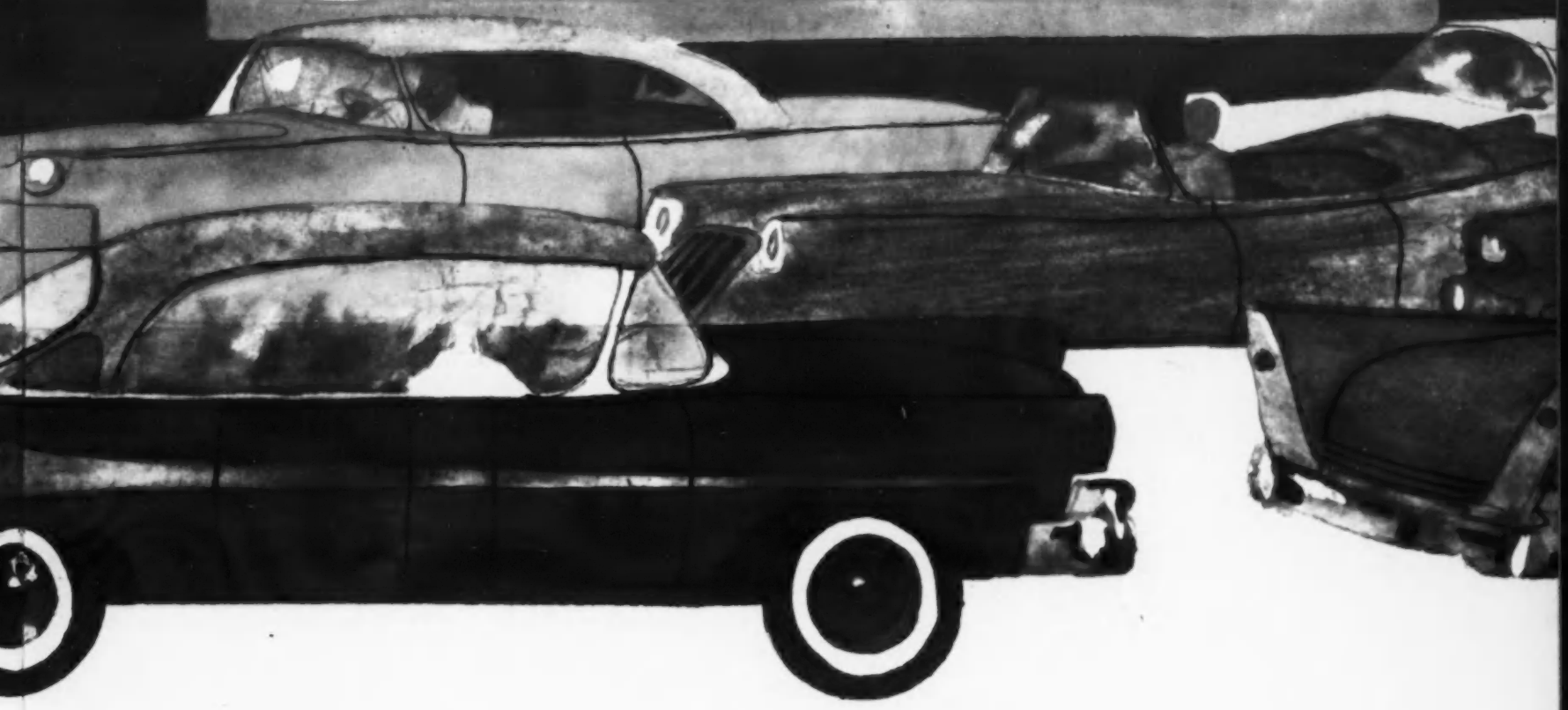
| RANK | MAGAZINE | PASSENGER CAR ADVERTISING INVESTMENT (Jan.-Dec., 1957) |
|---|---|---|
| 1st | LIFE | $11,398,669 |
| 2nd | Saturday Evening Post | 9,930,680 |
| 3rd | Look | 3,830,535 |
| 4th | Time | 3,463,270 |
| 5th | Reader's Digest | 1,814,925 |



# Advertisers rank LIFE first

## How all advertisers rank national magazines

| RANK | MAGAZINE | TOTAL INVESTMENT BY ADVERTISERS (Jan.-Dec., 1957) |
|---|---|---|
| 1st | LIFE | $137,522,494 |
| 2nd | Saturday Evening Post | 90,899,031 |
| 3rd | Time | 45,112,621 |
| 4th | Look | 43,352,335 |
| 5th | Ladies' Home Journal | 29,506,441 |



Advertisers have long since recognized the enormous sales potential of LIFE's audience...as you can see by the figures above.

**And again in the first quarter of 1958 . . . LIFE ranks tops in passenger car advertising.**

In fact, passenger car advertisers invested more dollars and bought more pages in LIFE during the first quarter of 1958, than during the same period last year.

Source: Publishers' Information Bureau

***Only LIFE gives you so much because . . .***

# Only LIFE gets you so much response

**Response in numbers** . . . LIFE reaches 15,320,000 households—31% of all U. S. households every single week.

**Response in dollars** . . . LIFE reaches your big dollar market week after week—38¢ out of every dollar spent on automotive products.

**Response in action** . . . only LIFE moves readers to react so swiftly, to respond so *surely* to vivid editorial pages and to advertisements that help produce sales.

***Only LIFE gives you so much selling support . . . so swiftly . . . so surely***

IRIS
gen
A.L
sinc
tom
(SC
Co.
pre

ISO
Sag
Div
sale
sale
Ser
H.
ecu
with
of C
1927

JAC
with
Rubb
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Aero
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Air
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sale

JAH
with
Rubb
pres
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185
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tomo
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ber

# AUTOMOTIVE NEWS FAMILY ALBUM

**INGERSOLL, ROY C.,** pres. Borg-Warner Corp. 1950-55; pres., chmn. bd. 1955-56; chmn. bd., chief exec. officer 1956. Born Sandoval, Ill., Oct. 24, 1884. Knox College. Director Automotive & Aviation Parts Manufacturers, Inc., Chicago, Rock Island & Pacific R. R., Kelsey - Hayes Wheel Co., and Transportation Assn. of America.

**JOHN, W. A. P.,** co-founder of MacManus, John & Adams, Inc. Now is chmn. of advisory comm. Born in New Albany, Ind., Jan. 31, 1895. Univ. of Mich., A. B. degree. Entered automobile business in 1916 at Detroit with Dodge Bros., adv. dept. as copy-writer.

**JOHNSON, DAVID W.,** with Muskegon Motor Specialties Co. as pres. since 1952. Born Algonac, Mich., Oct. 22, 1915. University of Detroit, B.M.E. degree. Entered automobile business in 1939 at Detroit with Federal Mogul Corp. as test engineer.

**JOHNSON, JOSEPH,** with Snap-on Tools Corp. Snap-on Tools of Canada, Ltd., as pres. since 1939. Born Milwaukee, 1894. Entered automobile business in 1918 at Milwaukee with American Grinder Mfg. Co. as mfg. exec.

**JOHNSON, RAY, P.,** exec. and director of Borg - Warner. Born Muncie, Ind., July 31, 1907. Harvard. Entered automobile business in 1925 with Warner Gear, Div. Borg - Warner.

**IRISH, WILLIAM C.,** gen. sales mgr. of A.L.F. Body Corp. since 1957. Entered automobile business in 1956 with Herman Body Co. as asst. to the vice-pres.

**JOHNSON, ABEN E.,** with Hastings Mfg. Co., Hastings, Mich., as president 1939 - 1955, chairman of the board since 1955. Born Oakland, Neb., Sept. 5, 1884. Nebraska Business School. Entered automobile business in 1916 at Hastings with Hastings Mfg. Co. as gen. mgr.

**JOHNSON, J. E.,** national car distribution mgr. of American Motors Corp. since 1956. Born Glen Ellyn, Ill., April 21, 1925. Entered automobile industry in 1946 as factory tour guide at Nash plant in Kenosha, Wis.

**JOHNSON, PAUL C.,** with Sealed Power Corp. as pres. since April, 1952. Born Muskegon, Mich., 1907. Entered automobile business in 1929 with Sealed Power Corp.

**JOHNSON, RUSSELL S.,** with Eclipse Machine Division, Bendix Aviation Corporation, as director of sales since 1953. Born June 20, 1907 at Durell, Pa. Entered automobile business with Eclipse Machine Co. engineering dept. in 1926. Manager Detroit office, Eclipse Machine Division 1931 to 1953.

**ISBRANDT, R. H.,** dir. of automotive engrg. of American Motors Corp. since 1956. Born in Milwaukee on April 9, 1905. Univ. of Michigan and Univ. of Toledo. Entered automobile industry in 1920 as chassis detailer with A. O. Smith Corp.

**ISON, FRED M.,** with Saginaw Steering Gear Div., GM Corp., as sales and service mgr. since June 16, 1952. Born Burgin, Ky. Burgin H. S. GM Inst. Entered automobile business with Fisher Body Div. of GM Corp. in July, 1927.

**JACKSON, HENRY M.,** vice-pres. of J. Walter Thompson Co. since 1953. Born San Francisco, Calif., Oct. 30, 1906. Univ. of California. Entered automobile business in 1946 at San Francisco as account representative of J. Walter Thompson Co.

**JACKSON, LEE R.,** with Firestone Tire & Rubber Co. as vice-chmn. since 1957. Born Akron, Apr. 28, 1891. Univ. of Akron. Entered tire business in 1912 at Akron with Firestone Tire & Rubber Co. as salesman.

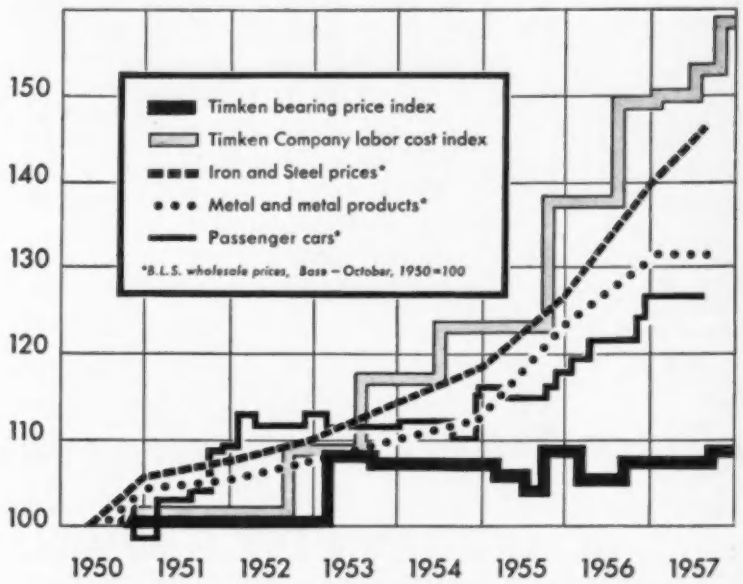
**JACOBSON, CHARLES L.,** with Chrysler Corp. as vice-pres. dealer rel. since 1956. Pres. parts div., 1949-54. Born Paw Paw, Ill., May 29, 1896. Kalamazoo Coll. Entered automobile business in 1914 at Detroit with Ford Motor Co., adv. dept.

**JAHANT, CHARLES J.,** with General Tire & Rubber Co. as vice-pres. since 1922. Born Akron, O., June 19, 1885. Buchtel Coll., B. S. degree. Entered automobile business in 1909 at Akron with Firestone Tire & Rubber Co. as div. supt.

**JAMIESON, JOHN C.,** with Pontiac Motor Div., GM as exec. asst. to gen. mgr. in chg. of dealer relations since 1956. Born Nov. 16, 1896, at Edenburg, N. D. Attended N. D. Agriculture coll. Entered automobile field in 1924 as retail salesman, later sales-mgr. Tucson dealership. Joined Pontiac 1935.


## Here's the low-down on bearing costs

You name it—just about everything's gone up in price. (See chart.) But Timken® tapered roller bearings for passenger cars have held the line. You helped keep the cost down by standardizing on new design Timken bearings made by revolutionary new techniques that have industry buzzing. (See recent articles in dozens of industrial trade magazines.)




TOTAL VEHICLE COST OF PINION, DIFFERENTIAL, REAR WHEEL AND FRONT WHEEL BEARINGS

## Here's the way to keep them low-down

These machines are part of the unique new Bucyrus, Ohio plant that gains the savings of full-tilt, non-stop, highly mechanized production. This missile age plant can *keep* your bearing costs down if you: 1) standardize on even fewer of the new Timken bearing sizes and 2) use more Timken bearings, the bearings made with cost-cutting techniques. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable address: "TIMROSCO".

***BEAT INFLATION WITH STANDARDIZATION...***

**TIMKEN**

TRADE-MARK REG. U. S. PAT. OFF.

**TAPERED ROLLER BEARINGS**

# AUTOMOTIVE NEWS FAMILY ALBUM

**JOHNSON, STEPHEN, JR.,** with Bendix-Westinghouse Automotive Air Brake Co. as gen. mgr. since 1957. Born Newport News, Va., Feb. 5, 1900. Univ. of Mich., B. S. degree. Entered automobile business in 1923 at Pittsburgh with Westinghouse Air Brake Co. as mechanical expert.

**JOHNSTON, GEORGE J.,** with Brooke, Smith, French & Dorrance, Inc., since 1934. Vice-pres. and dir. of media. Born Detroit, Mich. Entered automobile business in 1913 in Detroit with Cadillac Motor Car Co.

**JONES, EDWIN OLNEY,** senior vice-pres., dir. and secy. of Federal - Mogul - Bower Bearings, Inc. Born Philadelphia, Pa., Sept. 12, 1894. Univ. of Pa., B.S. in M.E. Entered automobile business in 1919 at Detroit with Federal Bearing and Bushing Corp. as engr.

**JOYCE, W. J. JR.,** with Rockwell Spring & Axle Co. as vice pres., Foreign Operations, since 1957. Grad. Cornell Univ. M.S. degree. Entered auto business with Inland Div. as exp. engr.; Chief engr., Raybestos - Manhattan; sales mgr. Clutch Dept., Dana Corp.

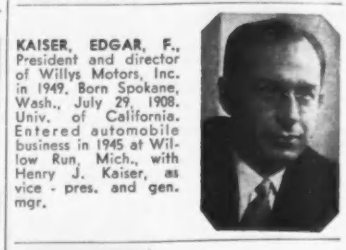
**KAEGI, EDWARD A.,** gen. mgr. of Brown-Lipe-Chapin Div. of General Motors Corp. since 1956. Born New Albany, Ind., Dec. 24, 1903. Purdue Univ., B. S. degree. Entered automobile business in 1926 at Anderson, Ind. with Delco-Remy Division as student engineer.

**JOHNSON, WOODROW D.,** general sales manager, Textile Div. U. S. Rubber Co., since 1954. Born New York, N. Y., Feb. 4, 1917. Columbia Univ. Entered rubber business in 1942 at New York as merchandising mgr. of U. S. Rubber Co.

**JONES, BLYTHE R.,** with Ethyl Corp. Research Lab. as mgr., Passenger Car Div. of Technical Service since 1944. Born Petersburg, Ind., Feb. 6, 1903. Univ. of Ill. With Ethyl Corp. since 1932. Entered automobile business in 1926 with Studebaker Corp.

**JONES, ERNEST A.,** pres. of MacManus, John & Adams, Inc., since Dec., 1955. Born Jamestown, N. Y., June 18, 1915. U. of M., A.B. degree. Entered automobile business in 1938 at Detroit on Pontiac account of MacManus, John & Adams, Inc.

**JUDGE, J. EMMET,** product planning mgr. of M-E-L Div., Ford Motor Co., since 1955. Born Grafton, N. D. Univ. of North Dakota. Entered automobile business in 1949 at Detroit with Lincoln-Mercury Div. as mgr. of product and facilities planning.



**KAISER, EDGAR, F.,** President and director of Willys Motors, Inc. in 1949. Born Spokane, Wash., July 29, 1908. Univ. of California. Entered automobile business in 1945 at Willow Run, Mich., with Henry J. Kaiser, as vice - pres. and gen. mgr.

**KAISER, HENRY J.,** chmn. of bd. and dir. of Willys Motors, Inc. Born Sprout Brook, N. Y., May 9, 1882. Entered automobile business in 1945 at Willow Run, Mich., with Joseph W. Frazer as partner.

Crystal City, Mo.

Greensburg, Pa.

**KATKE, M. L.,** group exec.—transmission and axle, Ford Motor Co., since 1957. Born Big Rapids, Mich., Feb. 9, 1908. Entered automobile business in 1928 as tool and die maker for Oldsmobile Div.

**KEATING, THOMAS H.,** vice-pres., dir., and group exec. in charge of passenger car divisions, GM Corp. Born Brooklyn, N. Y., 1894. Entered automobile business in 1917 at New York City with Chevrolet as clerk, distribution dept.

**KEELING, HAL R.,** with Keeling & Co., Inc., as pres. (also vice-pres. and dir., Hastings Mfg. Co., Hastings, Mich.; also dir. Griffin Lamp Co., Hamilton, O.) since 1937. Born Fountain County, Ind., 1892. Butler Univ. Entered automobile business in 1917 at Kokomo, Ind., with Haynes Automobile Co. as adv. mgr.

**KEENER, J. WARD,** with The B. F. Goodrich Co. as exec. vice-pres since 1956. Born Birmingham, Ala., Aug. 6, 1908. Birmingham Southern Col., Univ. of Chicago, M. degree in bus. adm. Entered automobile business in 1937 at Akron with B. F. Goodrich Co.

**KELLEY, EDWARD H.,** with Chevrolet Div. of General Motors Corp. as gen. mfg. mgr. since May, 1952. Born in Lowell, Mass. Entered automobile industry as engr. for Studebaker Corp. in 1924.

**KELLEY, NICHOLAS JR.,** with Chrysler Corp as vice pres. and pres. of the export div. since July, 1956. Born March 27, 1910, in N. Y. Graduate of Harvard and Harvard Law School. Entered the automotive business in the legal dept. of Chrysler in 1935.


Where **tomorrow's** automotive needs are anticipated **today**

Creighton, Pa.

Ford City, Pa.

THESE FOUR PLANTS produce a large volume of Pittsburgh Safety Glass for windshields, sidelights and backlights. But volume is only part of Pittsburgh's story.

Research is carried on vigorously . . . research that results in new glass products such as the Twin-Wrap Windshield that curves *into* the roof area . . . the SOLEX® Sunshade DUPLATE® that was developed especially for this new, larger windshield . . . the SOLEX Sunshade HERCULITE®, developed for the backlight, that cuts down the solar heat and glare entering the *rear* of an automobile.

Through research, Pittsburgh Plate Glass Company solves many problems concerning automotive glass. Perhaps we can help you with yours. Pittsburgh Plate Glass Company, Room 7259, 632 Fort Duquesne Boulevard, Pittsburgh 22, Pennsylvania.

75th ANNIVERSARY 1883–1958

SYMBOL OF SERVICE FOR SEVENTY-FIVE YEARS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

# AUTOMOTIVE NEWS FAMILY ALBUM

**KELLEY, OLIVER K.**, with Buick Motor Div. as chief engineer. Born in Paimio, Finland, 1904. Chicago Tech. College and Mass. Inst. of Tech. Entered auto industry as draftsman at Nash Motors. Joined Buick as chief engineer in Sept. of 1957.

**KESSEL, GEORGE A.**, vice-pres. of The Electric Auto - Lite Co., since1953. Born Brooklyn, N.Y., Feb. 3, 1908. Heffler Business Institute, Univ. of Toledo. Entered automobile business in 1929 as accountant with Moto-Meter Co., Inc.

**KETTERING, CHARLES F.**, with General Motors Corp. since 1920, now a director and research consultant since 1947. Born Loundonville, O., 1876. Ohio State Univ. E. E. in M. E. Entered automobile business in 1909 at Dayton, O., with Delco as part owner.

**KIMBERLY, A. E.**, with DeSoto Div. of Chrysler Corp. as chief engineer since 1953. Born Columbus, O., 1913. Ohio State University. Entered automobile business in 1935 as Chrysler student engineer.

**KISHLINE, FLOYD**, chief engr. of American Motors Corp. and before that of Nash Motors since 1941. Born Lincoln, Neb., July 18, 1894. Univ. of Nebr. Entered automobile industry in 1914 as experimental engr with King Motor CarCo.

**KELLY, ARTHUR**, with B. F. Goodrich Co., as exec. vice - pres since 1956. Purdue Univ. Entered automobile business in 1925 with B. F. Goodrich Co.

**KESSINGER, W. L.**, with Dodge Div. of Chrysler Corp. as asst. advertising mgr. trucks since 1955. Joined Dodge in 1935 as serv. prom. mgr. Born July 5, 1894, at Patoka, Ind. Wabash College, A.B. Entered automobile business in 1916 with Cadillac as service claims inspector.

**KEUTGEN, GEORGE O.**, prod. engr. mgr., M-E-L Div., Ford Motor Co. Entered automobile business in 1948 on central finance staff of Ford Motor Co.

**KING, MAXWELL C.**, with Pacific Finance Corp. as pres. since 1942. Born in Greeley, Colo., July 22, 1899. Stanford Univ., A. B. degree; Harvard Bus. Sch. Entered automobile finance business in 1925 at Los Angeles with Pacific Finance Corp. as salesman.

**KISSAM, B. A.**, with Pontiac Motor Div. as asst. gen. sales mgr. since July, 1956. Born Millburn, N. J., Feb. 24, 1910. Rutgers Univ. With GM Corp. since 1936.

**KELLY, R. J.**, dir. of pub. rel. of Chrysler Div. since 1957. Born Nebraska City, Neb. Univ. of Neb. Joined Chrysler Corp. in 1957 in present capacity.

**KELLY, RICHARD D.**, vice-pres. of The Electric Auto-Lite Co. and dir. equip. battery sales since 1954. Born Toledo, O., June 12, 1914. Cornell Univ. Entered automobile business in 1935 with Bingham Stamping Co.

**KENNARD, EDWARD C.**, gen. sales mgr. of Buick Motor Div. since 1957. Born Anderson, Tex., Sept. 28, 1919. U. of Tex. Entered auto industry in 1946 as Buick parts stock mgr. in Flint.

**KENNEDY, FRANK J.**, secy. of The Electric Auto-Lite Co. since 1944 and vice-pres. since 1953. Born New York, N. Y., Feb. 19, 1903. Fordham Univ. Entered automobile business in 1921 with Moto-Meter Co., Inc.

**KEOWN, GEORGE W.**, vice-pres. of Tung-Sol Electric, Inc. Born Pittsburgh, Pa., Oct. 5, 1904. Carnegie Tech. Inst., physicist, SAE, Amer. Ord. Assn., A.F.C.A.

**KERIGAN, JOSEPH F.**, gen. mgr. of Stamping Div., Chrysler Corp., since 1956. Born Palmer, Mass., Feb. 22, 1914. Entered automobile business in 1942 with Chrysler Corp. as supt. of assembly at Dodge Plant in Chicago.

**KERSHOW, WILLIAM V.**, service mgr. of Willys-Overland Export Corp. Born New York City. U. S. Army School Military Aeronautics, Univ. of Toledo. Entered automobile business with Willys-Overland, Inc., in 1913.

# Dealers!

BUICK
CADILLAC
CHEVROLET
OLDSMOBILE
PONTIAC

CHRYSLER
DE SOTO
DODGE
PLYMOUTH

FORD
LINCOLN
MERCURY
EDSEL

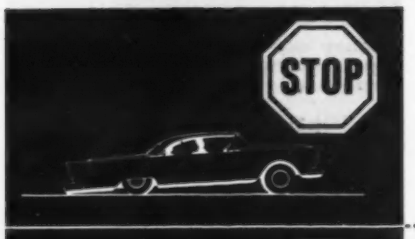
STUDEBAKER
PACKARD
RAMBLER

SUGGESTED RETAIL $39.90

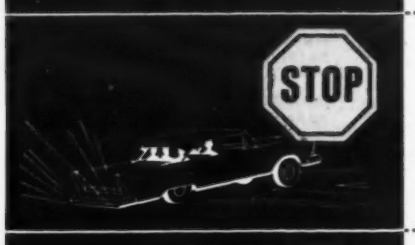
## CASH IN ON 1958'S GREATEST SALES PRODUCER

## MONROE LOAD-LEVELERS

**. . . sensational 1958 ride with any load on any road.**
**. . . calibrated level ride under all conditions.**




**stop tail drag**
Heavy loads cause misalignment of wheels . . . lead to excessive tire wear, poor steering, and uncomfortable ride. Headlights are raised off road causing glare in eyes of oncoming motorists. Monroe Load-Levelers support the added weight that would otherwise cause "tail drag".




**stop "bottoming" and scraping on driveways**
Sagging rear lessens road clearance, causes annoying bumping, scraping and "bottoming" on driveways and rutted roads. Monroe Load-Levelers maintain proper road clearance at all times.

**stop swaying on curves**
Heavy car loading can reduce stability. As car rounds curves it sways and swings, throwing passengers from side to side. Monroe Load-Levelers keep car stable.

**Easily installed in less than 30 minutes on new or old model cars**

Monroe Load-Levelers are installed in exactly the same position and on the same mounting as original-equipment shock absorbers. Each unit includes a heavy-duty shock absorber scientifically calibrated to control standard car springs, and also a heavy-duty spring—an integral part of the unit.

The automatic control feature produces a comfortable, stable ride when the car is operated with a light or heavy load. Each Monroe Load-Leveler is tested and properly valved and calibrated for a particular make of car.

Get complete details today . . . and let Monroe Load-Levelers carry a heavy load of profits your way.

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MONROE *World's largest maker of ride control products*

*Monro-Matic Shock Absorbers* *Monroe Load-Levelers*

# AUTOMOTIVE NEWS FAMILY ALBUM

**KITTLER, M. J.,** with Holley Carburetor Co. as exec. vice-pres. since 1952. Born Chicago, Ill. Ill. Institute of Tech., B. S. Entered automobile business in 1929 with International Harvester as engineer.

**KLARE, ROBERT E.,** gen. mgr., Federal-Mogul Div., Federal-Mogul-Bower Bearings, Inc. Born Cincinnati, O., 1905. U.C.L.A. Entered automobile business in 1943 as mgr. of Federal-Mogul west coast plants.

**KLAUSMEYER, DAVID M.,** with Marmon-Herrington Co., Inc., as pres. since 1946. Born Norwood, O., Feb. 2, 1902. Entered automobile business in 1920 at Kalamazoo with Barley Motor Car Co. as body designer.

**KNOWLSON, JAMES S.,** with Stewart-Warner Corp. as chmn. of board since 1934. Born Chicago, June 29, 1883. Cornell, M.E. and E.E. degrees. Entered automobile business in 1934 at Chicago with Stewart-Warner as chmn. of board.

**KOCH, HERMAN J.,** pres. of O. L. Anderson Co., Inc. since 1930. Born Manchester, Mich., Sept. 1, 1885. Detroit Bus. Univ. Entered automobile business in 1930 at Detroit as pres. of O. L. Anderson Co., Inc.

**KITZINGER, CLYDE W.,** pres. and gen. mgr. of Oldberg Mfg. Co. since 1958. Joined Oldberg in 1945 as personnel dir.

**KLAUS, CHARLES A.,** with Maremont Automotive Products, Inc., as vice-pres. since 1945. Born DePere, Wis., 1903. Marquette, M. E. degree. Entered automobile business in 1928 at Pontiac, Mich., with General Motors Truck as engr.

**KLEIN, L. W.,** with Gabriel Co. as vice-pres., charge of merch. Born Edinburgh, Ind., Feb. 2, 1900. Manual Training High School. Entered automobile business in 1917 at Indianapolis with Willard Storage Battery as dist. rep.

**KNUDSEN, SEMON E.,** with Pontiac Motor Division as gen. mgr. and vice-pres. of General Motors Corp. since July 1956. Born Buffalo, N. Y., Oct. 2, 1912. MIT, engineering degree. With GM Corp. since 1939.

**KOHR, ROBERT F.,** with Ford Motor Co., Engineering Staff, as dir. vehicle testing and spec. military vehicles since March, 1957. Born Washington, D.C., Oct. 17, 1893. University of Michigan, B.S., 1917; M. E., 1925. Entered automobile business in 1920 at Washington, D. C., as asst. mechanical engr. for National Bureau of Standards.

**KOUNS, L. T.,** field sales mgr. — Edsel M-E-L Div., Ford Motor Co., since Feb., 1958. Born Farmington, Iowa, Feb., 1903. Univ. of Mich. Entered automobile business in 1923 with Ford Motor Co.

**KRAFVE, RICHARD E.,** vice-pres., Ford Motor Co., Born Minneapolis, Minn., Sept. 27, 1907. Formerly asst. gen. mgr. Lincoln-Mercury Div. Joined Ford Motor Co. in 1947 as asst. to vice-pres., purchasing.

**KRAUS, JOHN J.,** vice-pres. of Sharon Steel Corp., since 1952. Born Pottsville, Pa. Gettysburgh College. Entered automobile business in 1937 at Detroit as salesman for Sharon Steel Corp.

**KRAUSS, JOHN J.,** pres. of Detroit Automotive Products Corp. since 1954. Born Port Huron, Mich., June 13, 1890. Univ. of Mich., B.S. degree. Entered automobile business in 1944 at Detroit as reg. mgr. of Detroit Automotive Products Corp.

**KRESS, E. DUDLEY,** manager of automotive sales, Ditzler Color Div., Pittsburgh Plate Glass Co., since 1953. Born Ithaca, Mich., Sept. 26, 1903. Entered automobile business in 1921 at Flint as stock clerk with Buick Motor Division.

**KREUSER, THEODORE A.,** with Bendix Products Div., Bendix Av. Corp. as service sales mgr. since 1943. Born Calmer, Ia., June 24, 1902. Univ. of Illinois, B. S. civil eng. Entered automobile business in 1933 at Chicago with Bendix Products Div. as branch sales mgr.

**KRIDER, JOHN S.,** service prom. and training mgr., American Motors Corp., since 1957. Born Salisbury, N. C., Oct. 6, 1920. Catawba College. Entered automobile industry in 1939 as parts manager of retail dealership.

**"BUILT-TO-BE-FORGOTTEN" BEARINGS—FOR THE CARS of '58!**

Among the smartest features on the leading cars are old friends —New Departure ball bearings. And if they get scant attention from car owners in all the new-car excitement, it's because they are *built to be forgotten!* Many of these bearings are sealed and lubricated-for-life. They require virtually no service attention of any kind—no periodical lubricating or adjusting.

But, to engineers responsible for the performance of the '58 cars, the ball bearing's unique advantages are of extreme importance—the ability to resist loads from *all directions;* strong, simplified end-product design, obtained because the need for various mounting, sealing and adjusting parts is eliminated.

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- FRONT WHEELS
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- STEERING GEAR
- AUTOMATIC TRANSMISSIONS
- MANUAL TRANSMISSIONS
- FAN AND WATER PUMP
- GENERATOR
- PROPELLER SHAFT
- AIR CONDITIONING

*And many others*

GM FORWARD FROM FIFTY

NEW DEPARTURE

DIVISION OF GENERAL MOTORS, BRISTOL, CONN.

NOTHING ROLLS LIKE A BALL

# AUTOMOTIVE NEWS FAMILY ALBUM

**KRUSPAK, EDWARD J.**, adv. dir. of Automotive News. Joined Automotive News in 1931 as N. Y. mgr.; adv. mgr., 1942. Born New York. Entered automobile business in 1923 at Chicago with Ford Car Trade Journal as adv. mgr.

**LAMB, ERNEST P.**, with Chrysler Corp. as executive engineer administration since December, 1955. Joined Chrysler 1927. Born Middletown, O., Aug. 19, 1902. Detroit Institute of Technology. Entered automobile business in 1917 at Detroit with Packard Motor Co. as a draftsman.

**LAMSON, GEORGE S.**, vice-pres., replacement sales of Thermoid Co. since 1955. Born Philadelphia, Pa., Sept. 15, 1897. Univ. of Penn., Entered automobile business in 1919 at Reading as partner of W. O. Lamson & Son Co.

**LANG, ELMER C.**, with Midland-Ross Corp., Detroit Div., as sales mgr. Born Cleveland, Ohio, July 17, 1899. Entered automobile business in 1922 with Detroit Pressed Steel Company (which merged with the Midland Steel Products Co. in 1923.)

**LAPE, EDWARD L.**, with United Motors Service Div. General Motors Corp. as general sales manager since June, 1955. Born Newport, Ky., 1906. Univ. of Cincinnati. Entered automobile business in 1920 at Cincinnati with Chevrolet Motor Div. as messenger.

**KUCHER, ANDREW A.**, with Ford Motor Company as vice-pres. engrg. and research since April, 1957. Born Jersey City, N. J., March 20, 1898. Entered automobile business in 1951 with Ford Motor Company in Detroit after heading research at GM Frigidaire Division and later Bendix Aviation Corp.

**LAMBRIX, JOSEPH H.**, with The Electric Auto-Lite Co., since 1948 as dir. of pur. and since 1951 as vice-pres. Born Lancaster, N. Y. Entered automobile business in 1923 with Auto-Lite as member of eng. dept. of battery div. at Niagara Falls, N. Y.

**LANE, A. M.**, gen. sales mgr. of Mobile Hydraulics Div. of Vickers, Inc., since 1955. Born Chicago, Ill., Dec. 23, 1904. Illinois Inst. of Tech., B. M. E. degree. Entered automobile business in 1941 at Detroit as application engr. with Vickers, Inc.

**LANHAM, JAMES S.**, chief engr. of Kent-Moore Organization, Inc., since 1953. Born March 25, 1912. Entered automobile business in 1933 with Ford Motor Co.

**LARKIN, DANIEL C.**, pres. of The Crest Mfg. Co. since 1935. Born Dayton, O., May 15, 1895. Univ. of Dayton. Entered automobile business in 1923 at Dayton as pres. of Larkin Automotive Parts Co.

**KUECHLE, URBAN T.**, vice-pres. automotive div., A. O. Smith Corp., since 1956. Born Milwaukee, Wis., Dec. 10, 1910. Univ. of Wis. Entered automobile business in 1929 at Milwaukee in personnel dept. of A. O. Smith Corp.

**KUHN, TERRY W.**, with Bohn Aluminum & Brass Corp. since 1928; exec. vice-pres. since Dec. 28, 1954. Born June 20, 1900. Washington & Jefferson, B.S. degree. Entered automobile business in 1928 at Detroit with Bohn Aluminum & Brass Corp. as salesman.

**KYES, ROGER M.**, with General Motors Corp. as vice-pres. and a member of the Board of Directors since 1954. Born East Palestine, O., March 6, 1906. Harvard Univ., 1928. Entered automobile business in 1930 at Towson, Md., with Black & Decker Mfg. Co. as asst. to vice-pres.

**KYNETT, HAROLD H.**, with Aitkin-Kynett Co. as chmn. of the board. Born Philadelphia, Pa., Sept. 13, 1889. Philadelphia Central High. Univ. of Pa., B.S. in Ec. Entered automobile business in 1913 at Akron with B. F. Goodrich Co. in sales promotion.

**LAFFER, WILLIAM G.**, pres. of Clevite Corp. since Aug. 1955. Born Cleveland, O., May 14, 1907. Yale Univ. Entered automobile business in 1927 with Cleveland Graphite Bronze Co.

**LAFOND, ROBERT A.**, asst. sales mgr. in chg. of automotive, Borroughs Mfg. Co., since 1955. Born Manchester, N. H., Nov. 30, 1929. Naval School of Psych. Entered automobile business in 1950 at Memphis as salesman for Branch Bin Co.

**LAKIN, J. ROBERT**, gen. sales mgr. of Moraine Products Div., General Motors Corp., since 1957. Born Somerville, Mass., April 16, 1912. Univ. of Maine, B.S. degree. Joined General Motors Corp. in 1934 as trainee with Delco Products Div.


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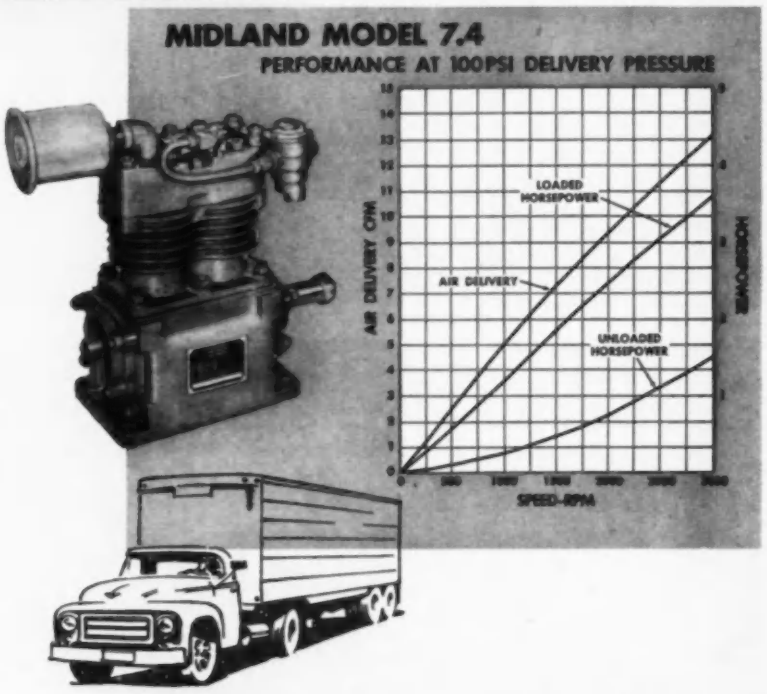


Because Midland Air Compressors have greater built-in efficiency, they deliver more air at any given speed than comparable models of other makes. And they require less horsepower to do so!

These performance charts of tests run in Midland's testing laboratories clearly show the rapid, ever-increasing air delivery curve for both the popular Model 7.4 and the heavy-duty Model 12.

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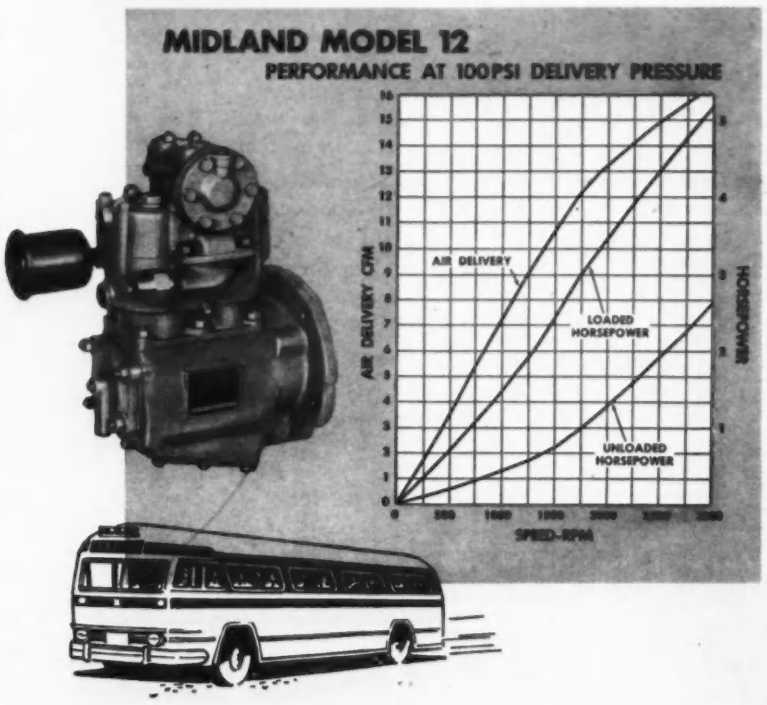
In addition to delivering more air, these dependable compressors are lighter, run cooler, protect you against oil passage and carbon. See your nearest Midland Distributor or write the factory direct.

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# AUTOMOTIVE NEWS FAMILY ALBUM

**LARKIN, STOREY M.,** with Caldwell, Larkin & Sidener-Van Riper, Inc., Indianapolis, as exec. vice-pres. Born in Franklin, Ind. Attended Butler College. Entered automobile adv. business in 1922 at Indianapolis with Sidener & Van Riper Adv. Co. as copywriter.

**LAUGHNA, ROBERT P.,** with Chrysler Corp. as group exec.-corp. production programming and services since 1956. Born Detroit, Mich., 1916. Univ. of Illinois, Boeing College of Aeronautics. Entered automobile business with Ford Motor Co. Joined Packard in Jan., 1955.

**LEAHY, MORRIS K.,** vice-pres. of mfg. of National Automotive Fibres, Inc. since 1954. Born in Michigan, Jan., 1910. Univ. of Notre Dame, B.C.S. degree. Entered automobile business in 1936 as cost clerk with National Automotive Fibres, Inc.

**LEE, JAMES A.,** with American Motors Corp., dir. of procurement since 1953. Born Wesson, Miss., Aug., 1900. Texas A. & M. Coll., Tulane Univ. Entered automobile business in 1926 as a buyer and sales mgr., automotive parts jobber in Louisana.

**LEMMER, HARRY J.,** with Waukesha Motor Co. as adv. mgr. since 1951. Born Portland, Ore., in 1911. Northwestern Univ. With present company since 1943.

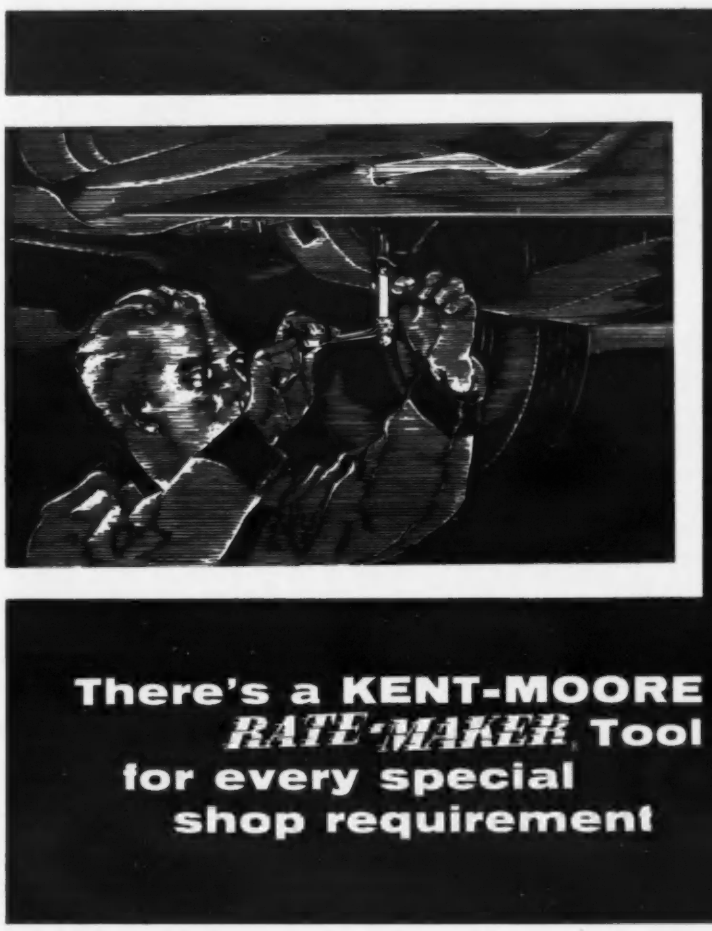
**LA RUE, W. THOMAS,** merch. mgr. of Cadillac Motor Car Div., since 1955. Born in Ohio, 1917. Dennison Univ., A. B. degree. Entered automobile business in 1939 with Chrysler Corp. With Cadillac since 1952.

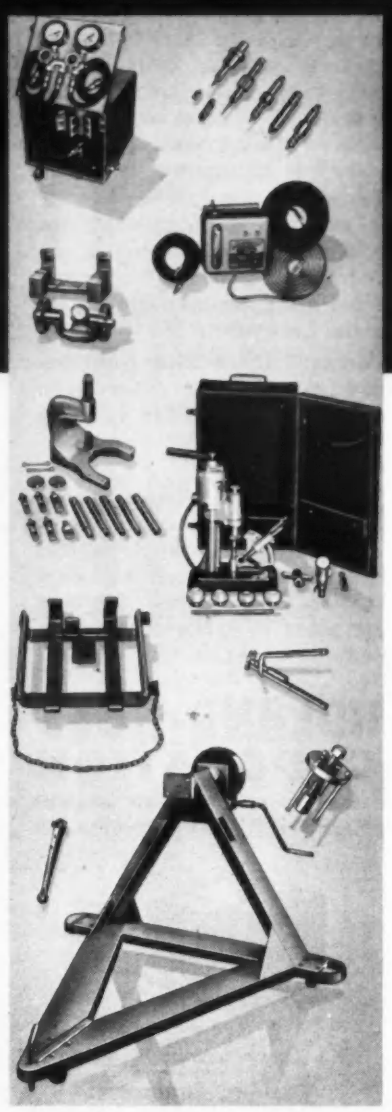
**LAWSON, JAMES A.,** with Chrysler Corp. as market analysis dir., central staff, group marketing, since 1956. Born Minneapolis, Minn. Aug. 18, 1915. Western Reserve College, B. A. degree. Joined Plymouth in 1946 in distribution dept.

**LEARY, J. D.,** vice-pres. of personnel, Chrysler Corp., since Jan., 1958. Born White Plains, N. Y., 1912. Yale, LL.B. degree. Joined Chrysler Corp. in 1941, working in personnel.

**LEE, JAMES W., II,** with Ivy Lee and T. J. Ross, pub. rel. firm, as partner since 1934. Born Brooklyn, N. Y., Oct. 4, 1906. Princeton, A.B. degree. Entered automobile business in 1931 at Detroit and New York on Chrysler acct.

**LETSCHER, E. P.,** with Chrysler Corp. as western area dir. of field operations, group marketing, since 1956. Born Sharon, Pa., Jan., 1913. Entered automobile business in 1940 at Terre Haute, Ind., as district mgr. for Oldsmobile. Joined Dodge Div. as district mgr. in 1945.



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**LEUKHARDT, ARTHUR R.,** with Midland-Ross Corp. as asst. sales mgr. Power Brake Div., since 1947. Born Wilmerding, Pa., Jan. 24, 1903. Carnegie Tech. Entered automobile business in 1924 at Pittsburgh, Pa., with Westinghouse Air Brake Co. as field rep.

**LEWIS, JAMES F., JR.,** with Champion Spark Plug as vice-pres., pur. & adv. since 1948. Born New York, N. Y., in 1908. Milford school, Univ. Mich., A.B. Entered automobile business in 1931 in Toledo with Champion Spark Plug Co. as factory employee.

**LEWIS, LEE,** adm. asst. to the gen. mgr. of Service Parts and Acc. Supply Div. of Chrysler Corp. Born Morgan County, Ind., May 17, 1897. Entered automobile business in 1919 in Indiana in parts operations of Maxwell Motor Co.

**LIENERT, ROBERT M.,** associate editor of Automotive News since 1954. Born Inland, Neb., 1926. Univ. of Neb., Northwestern Univ., B.A., M.S. degree. Nebraska State Journal, 1946. Detroit Free Press, 1947-53. Entered automobile business in 1953 at Detroit with Automotive News as editorial associate.

**LINDQUIST, MEL B.** with Ford Motor Co. as gen. industrial relations mgr. since 1946. Born in Denver, Colo., June 7, 1909. Univ. of Colo., A.B., LL.B. Entered automobile business in 1937 with Murray Corp. as industrial relations manager.

**LITCHFIELD, PAUL W.,** Goodyear Tire & Rubber Co. as chmn. of bd. and member of management committees since 1940. Born Boston, July 26, 1875. Mass. Inst. of Tech., science degree. Entered tire business in 1900 at Akron with Goodyear Tire & Rubber Co. as supt.

**LITTLE, H. G.,** with Campbell - Ewald Co. since June, 1944; pres. since Oct. 1, 1952, and chmn. of the board since Feb. 17, 1953. Born New York City, Oct. 27, 1901. Entered automobile business in 1940 with Nash Motors Div. as adv. mgr.

# AUTOMOTIVE NEWS FAMILY ALBUM

**LITTLEY, RAYMOND F.**, with The Budd Co. as vice-pres., chge. of automotive sales, since 1951 Born Philadelphia, Pa., Apr. 13, 1906. High school. Entered automobile business in 1925 at Philadelphia with The Budd Co. in accounting dept.

**LUNDEEN, GILBERT W.**, with Muskegon Piston Ring Co. as pres. since Dec., 1957. Born Chicago, April 21, 1903. LaSalle Ext. Univ. Entered automobile business in 1928 at Muskegon, Mich., with Muskegon Piston Ring Co. as secy.

**LYON, G. ALBERT**, with Lyon, Inc., as pres. 1930-1955, chmn. of the bd. since 1955. Born Philadelphia, Aug. 21, 1881. Temple Univ. Entered automobile business in 1909 at Philadelphia with Lyon Non-Skid Co. as pres.

**LYON, RAYMOND E.**, with Lyon, Inc. as exec. vice-pres. since 1930. Born Philadelphia, Pa., Oct. 23, 1893. Associated in the automotive accessory business with Lyon, Inc. since 1910.

**MAC DONALD, HAROLD C.**, chief engr. M-E-L Div. Ford Motor Co., since 1955. Born Virginia, Minnesota, June 20, 1917. Michigan State College. Entered automobile business in 1940 at Detroit as draftsman with Packard Motor Car Company.

**LLOYD, EMLYN**, with Chrysler Corp. as dir. of purch. since July, 1956. Born Penycae, Wales, in 1900. Entered automotive business in 1917 with the Maxwell Motor Corp.

**LUXENBERGER, EUGENE A.**, group vice-pres. of U. S. Rubber Co. since 1954. Born Williamsport, Pa. Entered rubber business in 1925 at San Francisco with U. S. Rubber Co.

**LYON, GEORGE A., JR.**, with Lyon, Inc. as pres. since May 3, 1955, served as vice-pres. since 1943. Born Philadelphia, Pa., April 8, 1919. Mercersburg Acad., Wharton School of Univ. of Pa. Entered automobile business in 1940 at Detroit with Lyon, Inc.

**MAAS, WILLIAM R.**, adv. rep. of Automotive News since 1952. Born Detroit, Mich. April 11, 1926. Western Mich. College. Entered automobile business in 1947 at Detroit as sales eng. with Crest Sales and Supply Co.

**MAC FARLANE, WARREN C. JR.**, vice-pres. and gen. mgr. Detroit Div. of the Midland-Ross Corp. since 1957. Born Pittsburgh, Penna., 1910. Lawrenceville School. Formerly vice-pres. of mfg., Minneapolis-Moline Co.

**LLOYD, J. SAXTON**, past pres. National Automobile Dealers Assn. (1952), pres. Daytona Motor Co., Buick-Cadillac dealer, Daytona Beach, Fla. Entered automobile business in 1926 at Daytona Beach, Fla., with Daytona Buick dealership as serv. dept. employe.

**LOHR, A. G.**, General Parts and Service Manager for Willys Motors, Inc. Born in Winnipeg Man. Canada, 1915. Joined Willys in 1946 and has been in the automobile business since that time.

**LONGENECKER, E. D.**, mgr. nat'l. serv. dept., M-E-L Div., Ford Motor Co. Born Anderson, Ind., Sept. 20, 1899. Purdue Univ. B. S. in mech. engrg. Entered automobile business in 1928 at Pontiac, Mich., with Pontiac Motor Div., as zone service rep.

**LOOFBOURROW, ALAN G.**, with Chrysler Corp. as exec. engr.-prod. development and planning, since Jan., 1957. Born June 9, 1912, Columbus, Ohio. Univ. of Mich., Ohio State Univ. Entered automobile business with Chrysler Inst. of Engrg., master's degree, in 1935.

**LORENZ, PAUL F.**, exec. asst. to the group vice-pres.-car and truck divisions, Ford Motor Co. Born St. Joseph, Mo. Univ. of Chicago, M.B.A. degree. Entered automobile business in 1949 on central finance staff of Ford Motor Co.

**LOVELL, G. ALLEN**, vice president and general manager of the Mechanical Goods Division, U. S. Rubber Company since 1955. Born Williamsport, Pennsylvania. Entered rubber business in 1918 as apprentice in the Williamsport plant of U. S. Rubber Company.

**LOWE, WILLIAM T.**, supv. of adv. serv. on Plymouth, N. W. Ayer & Son, Inc., since 1956. Born Pine Bluff Ark., Mar. 8, 1920. Vanderbilt Univ., B.A. degree. Entered automobile business in 1950 at Philadelphia as copywriter for N. W. Ayer.


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# AUTOMOTIVE NEWS FAMILY ALBUM

**MAC KAY, LEO S.,** vice-pres. of purchasing of Willys Motors, Inc., since 1953. Born Pittsburgh, Pa., Aug. 6, 1914. Carnegie Tech. Entered automobile business in 1946 at Willow Run as gen. purch. agent for Kaiser-Frazer Corp.

**MAC MILLAN, CLIFFORD M.,** dir. of industrial relations, Studebaker - Packard Corp., since 1957. Born Dec. 10, 1908. Joined Studebaker Corp. in 1949.

**MacPHERSON, EARLE S.,** vice-pres. and advisor, engr. policy, Ford Motor Co. Born in Highland Park, Ill., July 6, 1891. Graduated from Univ. of Illinois in 1915, B.S., M.E. degree. Started with Chalmers Motors Co. laboratory in Detroit.

**MAHARRY, WILLIAM A.,** pub. relations mgr. of M-E-L Div., Ford Motor Co., since 1955. Born Zanesville, Ohio. Ohio Wesleyan Univ., B. A. degree. Entered automobile business as asst. pub. rel. mgr. for Lincoln-Mercury Div. in 1950; previously was pub. rel. mgr. for Curtis-Wright Corp., Airplane Div.

**MALLON, WILLIAM L.,** Past - Pres. NADA (1945-'46); dir. NADA since 1938. NADA vice-pres. Region 2. Born New York City July 18, 1884. Entered automobile business in 1913 at Newark, N. J., as dealer.

**MACKENZIE, JOHN,** pres. of Automotive Industries, Inc., since Sept., 1956. Born Lewis, Scotland. Entered automobile business in 1928 at Detroit as cost clerk with Chrysler Corp.

**MacNICHOL, GEORGE P., JR.,** with Libbey Owens-Ford Glass Co. since 1920; pres. since April 1953. Also Chairman of the Board, L-O-F Glass Fibers Company. Born Wyandotte, Mich., May 8, 1899. Univ. of Michigan, Yale Univ.

**MAGEOCH, NELSON H.,** asst. gen. mgr. Eclipse Machine Div. of Bendix Aviation since June 1, 1957. Formerly with Bendix Missile Plant, Daystrom and Western Electric. Born Philadelphia, Pa., Dec. 29, 1905. Graduate Drexel Institute in Elec. Engrg.

**MAKEMSON, S. K.,** with John Wood Co., Bennett Pump Div., Muskegon, Mich., as vice - pres. and gen. sales mgr. Born Logan Co., O., July 25, 1907. Detroit Coll. of Law, LL.B. degree. Entered automobile business in 1925 at Detroit with Buick Motor Co., sales dept.

**MANDEL, JACK N.,** with The Premier Autoware Co. as chmn. of the bd. of directors.


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**AIR BRAKE COMPONENTS**

*help increase safety and reduce truck operating costs*

How do your brake systems rate? Wagner Air Brake Systems and components can help make your vehicles safer to operate, reduce "down time" and truck operating costs, build customer satisfaction.

Wagner offers a complete line of original equipment for air brakes and control systems. It includes rotary air compressors, brake application valves, vehicle protection valves, brake actuating units, moisture ejection valves, warning devices, air tanks, tractor-trailer hose couplers, air line hoses and air line connectors.

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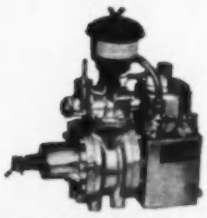

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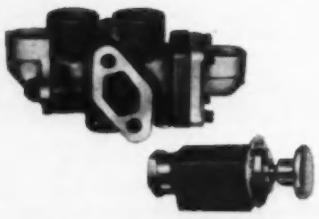
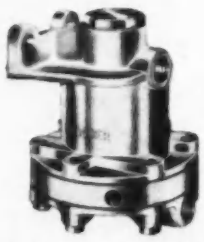
**RELAY QUICK-RELEASE VALVE** controls the brakes on specific axles, acting in unison with the driver-controlled application valve. It automatically meters pressure directly from tank, speeding normal brake application and release. The relay valve is particularly suitable for the rear axles of long wheelbase vehicles.



**TRACTOR PROTECTION and EMERGENCY BRAKE VALVES** constitute a combination of two valves installed on the tractor. The emergency brake valve is a manual triggering unit for emergency braking the trailer and for actuating the tractor protection valve. The protection valve seals the tractor air lines.



**MOISTURE EJECTION VALVE** is fully automatic, operating in the 15-25 psi pressure range. Normal brake applications operate the valve, keeping reservoir clean and moisture-free. Expulsions occur without a notable drop in gauge pressure. Prevents accumulation of moisture or sludge in air tank.

**LOW PRESSURE INDICATOR**—buzzer or lamp—warns the driver of air braked vehicle if air pressure is below the safe driving range. In use, the warning circuit is controlled by a pneumatic switch which also is connected to the pressure side of the air brake system. Unit automatically closes the circuit if pressure drops below predetermined value.

Wagner Air Brake Systems and Air Brake Components for trucks, tractors, trailers, buses, and off-the-road equipment are fully described in CATALOG KU-201. Write today for your free copy.

WK58-6A

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**MANDEL, JOSEPH C.,** with The Premier Autoware Co. as chmn. of the exec. committee.

**MANSFIELD, JOHN P.,** with Plymouth Div., Chrysler Corp., as pres. since 1952. Vice-pres. Chrysler Corp. since 1953 and dir. since 1954. Born Milwaukee, Wis., Oct. 31, 1903. Attended Mercersburg (Pa.) Academy. Entered automobile business in 1920 as factory worker with Dort Motor Co. at Flint, Mich.

**MARA, WILLIAM A.,** with Bendix Aviation Corp. as dir. adv. and pub. rel. since 1947. Born St. Louis, Sept. 29, 1895. St. Louis Univ. Entered automobile business in 1944 at Detroit with Bendix Aviation as staff exec.

**MARCH, CECIL C.,** with Minnesota Mining and Mfg. Co., St. Paul, as vice-pres. and gen. mgr. of the Coated Abrasives and Related Products Div. Born in Slayton, Minn., June 13, 1910. Univ. of Minnesota, B.Ch.E. degree. Started with 3M in 1933.

**MAREMONT, ARNOLD H.,** pres. and dir. of Maremont Automotive Products, Inc. since 1953. Born Chicago, Ill., Aug., 1904. Univ. of Michigan, Univ. of Chicago, Law degree. Entered automobile business in 1926 at Chicago with Maremont Automotive Products, Inc.

**MARKEY, JOHN C.,** with The Aro Equipment Corp. as pres. 1930-1956; chmn. of the bd. since 1956. Born Defiance, O., May 31, 1889. Ohio Wesleyan Coll. Entered automobile business in 1910 at Defiance, O., as automobile salesman.

**MARTIN, JOHN E.,** with Dana Corp. since April 1, 1952. President since Jan. 1, 1954. Born Covington, Ga., Dec. 11, 1904. Bryson Coll. Entered automobile business in 1947 at Akron with Firestone Steel Products Co. Pres. Hayes Steel Products, Ltd.

# AUTOMOTIVE NEWS FAMILY ALBUM

**MARTIN, W. L.,** with Chrysler Corp. as dealer planning and placement mgr., group marketing, since 1956. Joined Plymouth Div. 1954 on exec. sales staff. Born Aug. 12, 1916. Entered automobile business 1933 with Dodge Div.

**McCARROLL, R. A.,** gen. mgr. of Engine Div., Chrysler Corp., since 1956. Born Detroit, Mich., April 26, 1922. Entered automobile business in 1938 at Detroit as apprentice tool and die maker with City Die and Tool Co.

**McCARTHY, JOSEPH A.,** gen. mgr. of Bearings Co. of America Div., Federal-Mogul-Bower Bearings, Inc. Born 1913, St. Louis Univ. Entered automobile business in 1951 as treas. of Bearings Co. of America.

**McCLEARY, E. C.,** vice-pres. in charge of manufacturing of Willys Motors, Inc., since 1954. Born in Buffalo, N. Y. Started in automobile business with Ford Motor Co. in 1930 as a tool and die apprentice. Joined Willys in 1948 as gen. prod. mgr.

**McCORMICK, THOMAS G.,** with Ross Roy, Inc., as exec. vice-pres. since 1936. Born in Detroit, Mich., Feb. 11, 1908. High sch. 4 yrs., college 2 yrs. Entered automobile business in 1923 at Detroit, Mich., with Dodge Bros. as office clerk.

**MATTHIAS, HANS A.,** with Ford Motor Co. since 1945. Chief engr., Ford Div. Product Engrg. Office. Born Mannheim, Germany, Oct. 16, 1912. Attended General Motors Institute. Entered automobile business in 1934 at Detroit with GM Chevrolet Div.

**McCARTHY, GEORGE J.,** dir. of distr. of Chrysler Div., Chrysler Corp. since 1955. Born in New Jersey. Entered automobile business in 1939 as wholesale rep. of Chrysler Div.

**McCHESNEY, WILLIAM S.,** mgr. ind. sales of Aluminum Co. of America since 1955. Born St. Louis, Mo. Princeton, B.S. degree. Entered aluminum business in 1930 at St. Louis as sales apprentice with Alcoa.

**McCLURE, C. T.,** dir. of service, Chrysler Div. Born Garland, Ala., 1921. Univ. of Georgia. Joined Chrysler Corp. in 1948 at Miami, Fla., as service rep.

**McCREADY, CHARLES J.,** pres. of The Firestone Rubber and Latex Products Co., since 1958. Born Jan. 8, 1916, in Jamestown, Pa. Graduate of Univ. of Pittsburgh, B.S. in chemistry. Entered the rubber business in 1939 in Akron with The Firestone Tire & Rubber Co.

**MATTSON, JOE O.,** with Automotive Safety Foundation as president since November, 1953. Born Los Angeles, Calif., Nov. 17, 1903. Oregon State College. Entered automobile business in 1934 at Pasadena with the Department of Motor Vehicles, State of Calif., as branch mgr.

**MATZINGER, KEITH R.,** sales prom. mgr. of Chrysler Div. Born Toledo, O., 1921. Joined Chrysler Corp. in 1939 at San Leandro, Calif. as parts clerk with MoPar Div.

**MAXWELL, LLOYD,** with Roche, Rickerd & Cleary, Inc., as exec. vice-pres. Born Hicksville, O. Univ. of Chicago. Entered automobile business in 1909 at Chicago with Stever Motor Car Co. as gen. sales mgr.

**MAYS, LEE N.,** asst. gen. sales mgr. in chg. of Central Office Staff and Activities Chevrolet Motor Div. since 1956. Born in Findlay, O. Ohio State grad. Entered automobile business as retail salesman and mgr. of a dealership. Joined Chevrolet in 1935 at Charleston, W. Va., as district mgr.

**McADAMS, EDWIN A.** With Dodge as dir. truck sales activities since 1948. Joined Dodge in 1953 as district truck mgr. Born Oct. 22, 1924 in Rutherford, Tenn. Entered auto business in 1946 as service supervisor with Kelly Motor Co., Marietta, Ga.

**McALEER, CHARLES H.,** with McAleer Manufacturing Corp. as pres. since 1923. Born Pittsburgh, Pa., June 25, 1893. Entered automobile business in 1912 at Pittsburgh.

**McCAFFREY, JOHN L.,** with International Harvester as chmn. of the bd. since 1956. Born Fayetteville, O., Sept. 23, 1892. High school. Started with I.H.C. in 1909 as clerk in Cincinnati branch.


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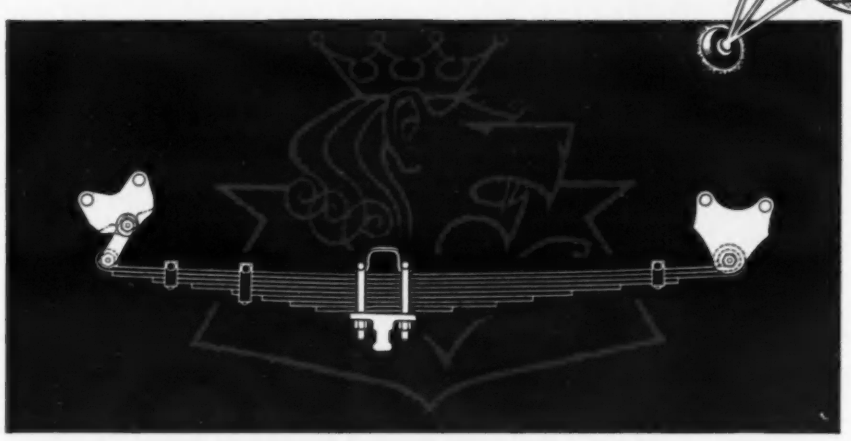

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# AUTOMOTIVE NEWS FAMILY ALBUM

**McCULLOCH, R. P.,** founder and pres. of McCulloch Motors Corp. Born St. Louis, Mo., 1911. Stanford Univ. Entered automobile business in 1933 with McCulloch Engineering Corp.

**McDONALD, F. JAMES,** works mgr., Detroit Transmission Div., General Motors Corp., since 1957. Born Saginaw, Mich., Aug. 3, 1922. General Motors Inst., degree in indus. engrg. Entered automobile business with Saginaw Malleable Iron plant.

**McDOUGAL, JOSEPH W.,** with Miller Mfg. Co. as pres. and gen. mgr. since 1942. Born in Carroll Co., Tenn., Feb. 17, 1900. Union Univ. Entered automobile business with Paige-Detroit Motor Car Co. in 1922 as accounts payable clerk.

**McGARVEY, K. K.,** sales mgr. of original equip. products of AC Spark Plug Div., General Motors Corp. since 1955. Born Goshen, Ind., 1897. Indiana Univ. Entered automobile business in 1916 with Apperson Motors.

**McGINNIS, FRANK J.,** with Ford Motor Co. as Ford truck adv. mgr. Born Toledo, O., Oct. 19, 1902. Univ. of Notre Dame. Entered automobile business in 1920 at Toledo with Willys-Overland as office boy in adv. dept.

**McCUNE, L. S.,** gen. operating mgr. of Chrysler Div. Born St. Louis, Mich., 1901. Joined Chrysler Corp. in 1932 in time study at Chrysler Div.

**McDONNELL, JAMES F. JR.,** exec. vice pres. of Ainsworth-Precision Castings Co., Div. of Harsco Corp. since Oct., 1957. Born New York, N. Y., March 27, 1918. Georgetown Univ., B.A. degree.

**McFALL, THURLOW E.,** with Muskegon Piston Ring Co. as chairman of the board since 1953. Born Milan, Mich., 1888. Public school. Entered automobile business in 1920 at Muskegon with Sealed Power Co. as foundry supt.

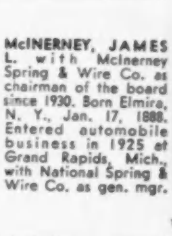
**McGAUGHEY, W. H.,** vice-pres. of communications of American Motors Corp. since 1956. Born Indianapolis, Ind., March 28, 1912. Graduated from DePauw Univ. in 1935. Entered automobile business in 1938 with Automobile Manufacturers Assn. as editor of "Automobile Facts."

**McGOVERN, JAMES L., JR.,** with Raybestos div. of Raybestos-Manhattan, Inc., as replacement sales manager since Aug., 1945. Born Bridgeport, Conn., Apr. 21, 1903. Entered automobile business in 1925 at Bridgeport with Raybestos in factory.

**McGOVERN, JOHN W.,** pres. and chief operating officer of U. S. Rubber Co. since Oct., 1957. Born Philadelphia, Pa., July 5, 1895. Entered rubber business in 1920 at Boston as accountant with U. S. Rubber Co.

**McGUCKIN, JOHN H.,** auto merch. mgr. of American Motors Corp. since 1956. Born in Norristown, Pa., Feb. 6, 1919. Wharton School of Business & Finance, Univ. of Penn. Started in automobile business in 1937 with Nash Motors' Philadelphia zone.

**McINERNEY, JAMES L.** with McInerney Spring & Wire Co. as chairman of the board since 1930. Born Elmira, N. Y., Jan. 17, 1888. Entered automobile business in 1925 at Grand Rapids, Mich., with National Spring & Wire Co. as gen. mgr.



**McINERNEY, JAMES M.,** pres. of McInerney Spring and Wire Co. since 1953. Born Chicago, Ill., Jan. 8, 1920. Univ. of Notre Dame. Entered automobile business in 1939 at Grand Rapids as asst. maintenance engr. of McInerney Spring and Wire Co.

**McINTYRE, BROUWER D.,** with Monroe Auto Equipment Co. as pres. since 1937. Born in Dundee, Mich., Feb. 26, 1905. Univ. of Mich., B.D. in Engrg. Entered automobile business in 1928 at Monroe, Mich., with Monroe Auto Equipment Co. as engr.

**McINTYRE, CHARLES S.,** with Monroe Auto Equipment Co. as exec. vice-pres. and sales mgr. Born Monroe, Mich., 1912. Univ. of Michigan. Entered automobile business in 1935 at Monroe with Monroe Auto Equipment Co. as secy. and sales mgr.

**McINTYRE, WILLIAM D.,** Exec. vice-pres. and gen. mgr. of Monroe Auto Equipment Co. since 1956. Born Dundee, Mich., Dec. 5, 1906. Michigan State College. Entered automobile business in 1928 at Monroe, Mich., with Monroe Auto Equipment Co.

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# AUTOMOTIVE NEWS FAMILY ALBUM

**McKAY, ROBERT D.**, past pres. NADA. Regional vice-pres., region 9, 1958. Chrysler-Plymouth dealer in Wichita, Kans., since 1933. Auto dealer since 1915.

**McQUEEN, LOREN A.**, with General Tire & Rubber Co. as vice-pres. in charge sales since 1940. Born Superior, Wis. Univ. Wisconsin. Phi Delta Theta fraternity. Entered automobile business at Akron as sales correspondent.

**McRAE, DUNCAN**, dir. of styling, Studebaker-Packard Corp. Born 1920. Entered automobile business as dir. exterior styling, Ford Div.

**MEGUIAR, MAURICE W.**, partner, Mirror Bright Polish Company. Born Evansville, Indiana, April 11, 1909.

**MELLON, JOSEPH T.**, sales mgr. Bay Mfg. Div., Life Time Prod. Corp., since 1957. Born in Scotland, March 25, 1921. Knox College. Entered automobile business in 1947 at Boston as eastern coast rep. with Binks Mfg. Co.

**McKELLAR, C.C.**, parts and acc. merch. mgr., American Motors Corp., since 1957. Joined the company in the Service Stores department in 1919.

**McQUIGG, JOHN L.**, with J. Walter Thompson Co. as vice-pres. and Detroit mgr. since Feb., 1955. Born Los Angeles, Oct. 11, 1907. Univ. of S. California. Entered automobile business in 1937 at Kenosha with Geyer, Newell & Ganger as acct. exec., Nash acct.

**MEEK, JOSEPH A.**, with The Firestone Tire & Rubber Co. as vice pres., mfg., since 1958. Born in East Palestine, O., Sept. 27, 1904. Graduate of Ohio Wesleyan University. Entered rubber business at Akron in 1925 with The Firestone Tire & Rubber Co.

**MEHRING, S. F.**, asst. gen. sales mgr. of Oldsmobile Div. Born Jan. 14, 1918 in Fort Dodge, Ia. Attended Los Angeles City College. Joined Oldsmobile in 1949 as asst. zone mgr. in Portland, Ore.

**MERRILL, S. CLIFFORD**, Timken Roller Bearing Co. as asst. gen. mgr. automotive div., since 1936. Born Montreal, Can. 1896. St. Mary's Coll., Columbia Univ., M.E. degree. Entered automobile business in 1924 at New York with Timken Roller Bearing Co. as sales engr.

**McKINLEY, WM. A.**, chmn. of the bd. The Midland-Ross Corp., since 1956. Born Caseville, Mich., 1895. Univ. of Mich., B. S. M. E. Entered automobile business in 1919 at Detroit with Detroit Pressed Steel Co. (which merged with The Midland Steel Products Co. in 1923) as draftsman.

**McLAUGHLIN, ROBERT S.**, with General Motors Corp. of Canada as chmn. of the bd. since June, 1945, and vice-pres. of GM Corp. since 1918. Born Enniskillen, Ont., Sept. 8, 1871. Entered automobile business in 1887 with McLaughlin Carriage Co.

**McLELLAN, D. L.**, asst. mgr., Parts and Service Dept., American Motors Corp., since 1956. Born Detroit, July 19, 1915. Wayne State Univ. Entered automobile industry in 1934 as mfg. and assembly operations trainee at Ford Motor Co.

**McMECHAN, JERVIS B.**, institutional adv. coordinator of Ford Motor Co. since 1955. Born Detroit, Mich., March 27, 1920. Harvard Univ., B.A. degree. Entered automobile business in 1947 at Detroit as writer with Florez, Inc.

**McNAMARA, ROBERT S.**, group vice pres. in charge of car and truck divisions, Ford Motor Co. Born San Francisco, Calif. Univ. of California, Harvard Graduate School of Business Administration. Entered automobile business in 1946 at Dearborn with Ford Motor Co. as mgr. of financial analysis office.

**McNAUGHT, WALDO E.**, dir. of pub. relations of Buick Motor Div. Born Dannemora, N. Y., 1913. Marquette Univ. Entered automobile business in 1950 as dir. of pub. relations for Buick Motor Div.

**McNITT, LEWIS F.**, asst. to the pres. of The Midland-Ross Corp. since 1956. Born Napoleon, Mich., March 14, 1914. Univ. of Michigan, B.S. degree. Entered automobile business in 1944 at Detroit as research engr. with Chrysler Corp.

# AUTOMOTIVE NEWS FAMILY ALBUM

**METZEL, HAROLD N.**, with Oldsmobile div., General Motors as chief engr. since 1951. Born Peoria, Ill., May 1, 1904. Bradley Coll. Peoria, Ill., B.S. Entered automobile business in 1928 at Lansing with Olds. as expr. tester, engrg. dept.

**MICHEL, CLARENCE A.**, with Guide Lamp Div., GMC, as gen. mgr. since 1941. Born Cleveland, O., Dec. 31, 1893. Case Sch. of Applied Science. B.S. degree. Entered automobile business in 1915 at Cleveland with Guide Motor Lamp Mfg. Co.

**MIERAS, SPENCER H.**, pres. and gen. mgr. of Warner Automotive Div., Borg-Warner Corp. Born Lansing, Mich., 1915. Graduate of M. I. T. Entered automobile business in 1952 at Traverse City as gen. mgr. Parts Mfg. Div., F. L. Jacobs Co.

**MILLER, C. V.**, with DeSoto Div. of Chrysler Corp. as personnel mgr. since 1957. Born Detroit, Mich., 1915. The Business Institute. Entered automobile business in 1935 as material control clerk.

**MILLER, ROBERT**, prod. programming mgr., M-E-L Div., Ford Motor Co. Born Detroit, Mich., Grad. Univ. of Mich. Joined Ford Motor Co. in 1934 in mfg. operations.

**MEYER, DONALD W.**, with Truckstell Mfg. since 1943 as pres. Born in Charles City, Ia. 1895. Entered automobile business in 1920 as truck salesman.

**MIDDLETON, PAUL F.**, with Arrow Safety Device Co. as gen. mgr. and secy. since 1948. Born Camden, N. J., Dec. 20, 1902. Syracuse Univ., B.S. degree; Harvard Law School LL.B. degree. Entered automotive business in 1942 as attorney for Arrow Safety Device Co., Mt. Holly, N. J.

**MILLER, BRUCE E.**, mgr. Lincoln adv. dept., M-E-L Div., Ford Motor Co. Born Toledo, O., Oct. 31, 1915. Univ. of Toledo, B.A. degree. Entered automobile business in 1946 at Detroit as sales rep. of Packard Motor Car Co.

**MILLER, FRANKLIN A.** with Raybestos-Manhattan, Inc., since 1948 as dir. of mktg. and mdse., with company since 1932. Born Cincinnati, O. Northwestern Univ. Entered automobile business in 1912 at Chicago with Stromberg Motor Devices Co. (carburetor) as adv. mgr.

**MILLER, SIDNEY E.**, vice-president and division manager, American Bosch Division, American Bosch Arma Corp. since April, 1956. Born Belleville, Mich., Sept. 17, 1907. Univ. of Michigan, Masters Degree. Entered automobile business in 1944 with American Bosch.

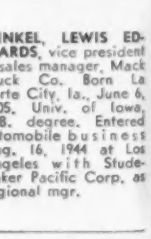
**MILLIS, JOHN B.**, asst. to the vice-pres. and chmn. of the Dealer Policy Board, Ford Motor Co. Born Detroit, Mich., June 12, 1913. Hillsdale College. Entered automobile business in 1946 at New York as asst. dir of pub. rel. of Kaiser-Frazer Corp. Joined Ford in pub. rel. in 1948.

**MILLS, BEN D.**, asst. gen. mgr. of M-E-L Div., and vice-pres. of Ford Motor Co., Born Stillwater, Okla., April 24, 1915. Oklahoma A & M College, Geo. Washington Univ., Southeastern Univ. Law School. Entered automobile business in 1946 on finance staff of Ford Motor Co.

**MILNE, KENNETH T.**, with Delco Radio Division, General Motors Corp. as manager of defense business since Jan., 1955. Born Oelwein, Iowa, March 23, 1898. Carnegie Institute of Technology B. S., E. E. degree. Entered automobile business in 1923 at Anderson, Indiana, with Delco-Remy Division as engineer.

**MILNER, WARREN E.**, gen. mgr. of Hyatt Bearings Div., General Motors Corp. Born Wayne, Ohio, 1907. General Motors Institute. Entered automobile business in 1926 at Flint in mfg. section of AC Spark Plug Div.

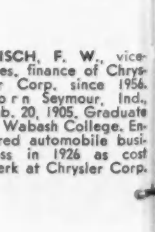
**MINKEL, LEWIS EDWARDS**, vice president & sales manager, Mack Truck Co. Born La Porte City, Ia., June 6, 1905. Univ. of Iowa, A.B. degree. Entered automobile business Aug. 16, 1944 at Los Angeles with Studebaker Pacific Corp. as regional mgr.



**MINOR, JACK W.**, with Plymouth Div., Chrysler Corp., as vice-pres. in chg. of sales since 1956. Born Oct. 9, 1920, Kansas City, Mo. Entered automobile business 1952 as acct. exec. Grant Advertising, Inc., on Dodge acct.

**MONROE,** with Her Products, I dent since Galion, O 1885. Ohi B. S. deg auto parts in 1923 at Ditwiler M Co. as sale

**MISCH, F. W.**, vice-pres. finance of Chrysler Corp. since 1956. Born Seymour, Ind., Feb. 20, 1905. Graduate of Wabash College. Entered automobile business in 1926 as cost clerk at Chrysler Corp.



**MITCHEL** pres. and The Mit Corp. and Co. (div. Bentley Owosso, M 1903. GM Tech.; C Coll., Hon of Bus. A College. I mobile bu at Corunna Weather Corp. as t

**MITCHEL F.**, with ley Corp. pres. Ba Mich., N Penn. Stat tomobile 1948 at le as prod.

**MOLLOY,** motive se mgr. of A tors Corp Born Re July 11, 1 University, tomobile 1938 as pa diser wi Corp.

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# AUTOMOTIVE NEWS FAMILY ALBUM

**MISCH, HERBERT L.**, asst. chief engr., M-E-L Div., Ford Motor Co. since 1957. Born Sandusky, Ohio., Dec. 7, 1917. Univ. of Mich., B.S.M.E. degree. Entered automobile business in 1941 in engrg. dept. of Packard Motor Car Co.

**MOORE, CHARLES F., JR.**, vice-pres., public relations and adv. Ford Motor Co., since April, 1955. Born Mar. 5, 1903, Beverly, Mass. Dartmouth College. Entered automobile business with Ford Motor Co., 1952.

**MOORE, NEIL A.**, gen. mgr. of Standard Equip. Div., Dana Corp., since 1953. Born Erie, Pa., Jan. 10, 1898. Univ. of Mich., M.S. degree. Entered automobile business in 1922 at Muskegon with Continental Motors Corp. as asst. metallurgist.

**MOORE, WHITLEY B.**, vice-pres. of sales of Timken Roller Bearing Co. since 1948. Born Elk Rapids, Mich., June 4, 1896. Univ. of Mich., B.S. M.E. degree. Entered automobile business in 1919 at Canton, O., as engineer with Timken Roller Bearing Co.

**MORRIS, SEYMOUR**, vice-president of N. W. Ayer & Son, Inc., supervisor of Plymouth service since 1957. Born Chicago, Ill., Apr. 2, 1911. Princeton University. Entered automobile business in 1957, with N. W. Ayer.

**MITCHELL, DON R.**, pres. and gen. mgr. of The Mitchell - Bentley Corp. and Ionia Mfg. Co. (div. of Mitchell-Bentley Corp.). Born Owosso, Mich., July 24, 1903. GMC Inst. of Tech.; Central Mich. Coll., Hon. Master. Dr. of Bus. Adm., Cleary College. Entered automobile business in 1921 at Corunna, Mich., with Weatherproof Body Corp. as sales mgr.

**MOORE, J. TURNER, JR.**, Battery consultant to The Electric Auto-Lite Co. Born Reading, Pa., 1908. Hamilton. Coll., Geo. Washington Univ. Entered automobile business in 1931 with Reading Batteries, Inc.

**MOORE, WENDELL D.**, dir. of adv. and merch., Dodge Div., Chrysler Corp. Born Battle Creek, Mich., April 1, 1918. Cleary College. Entered automobile business in 1940 at Detroit as business mgr. of Motor City Publishing Co.

**MORREN, DONALD B.**, N. Amer. rep. for Society of Motor Manufacturers and Traders (Great Britain) since 1956. Secy-treas. British Auto Mfgrs. Assn. since 1958.

**MORRISON, RALPH W.**, with Aro Equipment Corp. as vice-pres. and dir. since 1950. Born Streator, Ill., Jan. 23, 1906. Entered automobile business in 1935 at Chicago with Independent Pneumatic Tool Co. as sales engr.

**MITCHELL, ROBERT C.**, dir. of organization, Chrysler Corp., since May, 1957. Born Michigan Center, Mich., Jan. 31, 1924. Univ. of Mich., B.A. degree. Entered automobile business in 1951 with Chrysler Corp. as staff attorney.

**MITCHELL, WILLIAM F.**, with Mitchell-Bentley Corp. as exec. vice-pres. Born Owosso, Mich., Nov. 18, 1924. Penn. State. Entered automobile business in 1948 at Ionia Mfg. Co. as prod. analyst.

**MOGGE, ARTHUR R.**, with Arthur R. Mogge, Inc., adv. agcy., as pres. since 1927. Born Geneva, N. Y. Indiana Univ., A.B. degree. Entered automobile business in 1919 at Indianapolis with Gibson Co. as sales prom. mgr.

**MOLLOY, R. J.**, automotive sales training mgr. of American Motors Corp. since 1956. Born Regina, Sask., July 11, 1912. Queen's University. Entered automobile business in 1938 as parts merchandiser with Chrysler Corp.

**MONAGHAN, PHILIP J.** vice president of General Motors and general manager of GMC Truck and Coach Division since January, 1953. Born Detroit, Nov. 5, 1914. Georgetown Univ. Entered automobile business in 1936 at Detroit with Ternstedt Div. as methods engr.

**MONROE, E. PAUL** with Hercules Galion Products, Inc. as president since 1947. Born Galion, O., July 29, 1885. Ohio Wesleyan, B. S. degree. Entered auto parts mfg. business in 1923 at Galion with Ditwiler Manufacturing Co. as sales manager.

**MONTGOMERY, RUSSELL J.**, with Packard Electric Division, General Motors Corp. since 1927, as general sales manager since 1944. Born Chicago, Ill., March 19, 1896. Entered automobile business in 1912 at Chicago as mechanic.


# DITZLER® supplies Finest Quality Materials for every Paint Shop Need!

**For more than half a century** Ditzler has been developing and perfecting finishes of the highest quality for leading automobile, truck and bus manufacturers. As a result of this experience, Ditzler's complete line today includes everything needed to make a car look better longer. That's why so many paint shops use DITZLER finishes. Operators know these fine finishes do the job more efficiently, economically and with greater satisfaction to the car owner.

## Thousands of Colors in Lacquers and Enamels

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• Speed-Sand synthetic primer surfacer; Satin Prime and Ferrochrome non-sanding primer sealer, Enamel Equalizer, Jet Black Spraying Enamel, Double Deep Black Lacquer, Clear Finishes, Lacquer Sealers, Wax and Grease Remover, Silicon-off, Metal Cleaner and Rust Removers; complete line of rubbing and polishing compounds, Blue Glaze and spot putties, Rubber dressings, engine enamels, Tractor and implement finishes, air filters, polishing discs, Exact-Weight color mixing service.

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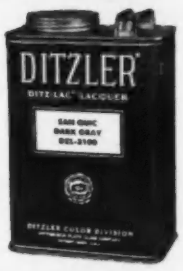



• Save you money and labor and give you first class appearance. Superior durability under all kinds of weather conditions.

**THINNERS AND REDUCERS FOR FLOW-OUT AND LUSTER**

• You'll do faster and better work with these versatile materials under a wide range of drying temperatures.

# AUTOMOTIVE NEWS FAMILY ALBUM

**MORROW, THOMAS F.,** vice-pres. and group exec. — Defense and Special Prod. Chrysler Corp., since 1957., also gen. mgr. of Defense Operations. Born New York City, Sept. 22, 1912. Entered automotive field in 1934 as an assembly line worker at the Chrysler Jefferson plant.

**MOSS, CRUSE W.,** asst. gen. sales mgr. of Willys Motors, Inc. Graduate, Ohio Univ. Entered automobile business in 1940, joining Willys Motors in 1953 as exec. asst. to the vice-pres. and gen. sales mgr.

**MUELLER, JOSEPH W.,** mgr. of Kenosha plant, American Motors Corp., since 1954. Born in Milwaukee, Wis., Feb. 22, 1912. Milwaukee Vocational School. Entered automobile industry in 1934 as drafting and tool design apprentice with Nash Motors.

**MUMMERT, ARDEN J.,** with McQuay-Norris Mfg. Co. as pres. and chmn. of the bd. since 1950. Born St. Louis, Mo., 1889. Purdue U., B.S.M.E. Entered automobile business in 1912 at Indianapolis, Ind., with Cole Motor Car Co. as junior engr.

**MURDOCK, MALCOLM P.,** with Ethyl Corp. as vice-pres. in chge. of sales, dir., since 1952. Born Melrose, Mass., Dec. 9, 1905. Cornell U., A.B. degree. Entered automobile business as field rep with Ethyl Corp. in 1933.

**MORSEY, CHASE JR.,** Detroit distr. sales mgr., Ford Motor Co. Born St. Louis, Mo. Amherst college. Entered automobile business in 1948 with Ford Motor Co.

**MUEHLHAUSEN, G. F.** with Rockwell Spring & Axle Co. as vice-pres. and mgr. of Spring Div. since 1927. Entered auto business 1917 with Muehlhausen Spring Corp. as gen. mgr. and pres.

**MUMA, GEORGE E.,** pres. of Divco Truck Div., Divco Wayne Corp. since 1955. Born Paris, Ont., Jan. 22, 1895. Entered automobile business in 1913 at Toronto as tester at Russell Motor Car Co.

**MURBARGER, RICK.,** with Sealed Power Corp. as vice-pres. in charge of sales since 1951. Born Indianapolis, Ind. Wabash College.

**MURRAY, FREDRIC H.,** with Cadillac Motor Div. as general sales manager since Jan. 1, 1957. Born in Denver, Colo. Columbia Univ. Joined Cadillac organization in 1943.

**MYERS, JAMES L.,** chmn. of bd., Clevite Corp. (formerly The Cleveland Graphite Bronze Co.) since 1952. Born Elizabeth, N. J., Sept. 25, 1890. Pingry Sch., Stevens Inst. of Tech., M.E. degree. Entered automobile business in 1912 at Lansing, Mich., with Olds Motor Works as engrg. draftsman.

**NAGLE, EDMUND G.,** with United States Rubber Co., mgr. of automotive sales, Footwear and General Products Div. since 1951. Born Cambridge, Mass., March 30, 1917. Univ. of Minnesota. Entered rubber business in 1945 at Mishawaka, Ind., with U. S. Rubber Co. as sales mgr., Foam and Floor Mat Div.

**NANCE, JAMES J.,** vice-pres.—Ford Motor Co. and gen mgr., M-E-L Div. since 1956. Born Ironton, O., Feb. 19, 1901. Ohio Wesleyan Univ., B.A. degree. Entered automobile business at Detroit in 1952 with Packard as pres.

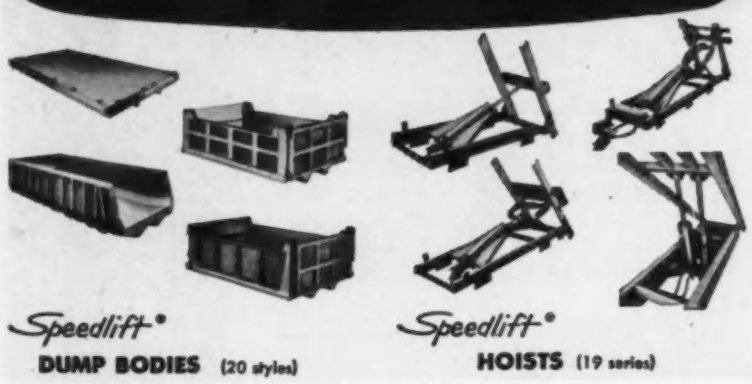
**NASH, WALTER E.,** sales mgr., repl. sales, Shock Absorber Div., Monroe Auto Equip. Co., since 1953. Born Providence, R. I., Oct. 5, 1908. Brown Univ. Entered automobile business in 1939 as field engr. with Fram Corp.

**NAUGHTON, JOHN B.,** with Dodge Div., Chrysler Corp., as asst. vice-pres. of sales since 1958. Born Pueblo, Colo., Jan. 1, 1922. Entered automobile business in 1948 at Philadelphia as zone sales manager for Ford.

**NAVE, HENRY J.,** with White Motor Co. of Canada, Ltd., as pres. since 1954. Born Attica, Ind., 1913. B.S.C. Temple Univ. Entered automobile business in 1936 with Firestone Tire & Rubber Co. as college sales trainee.

**NELSON, LAWRENCE E.,** dir. marketing staff, auto marketing, of Chrysler Corp. since 1956. Born Detroit, Mich., July 15, 1916. Entered automobile business in 1934 at Detroit as salesman for Chrysler Detroit Co.

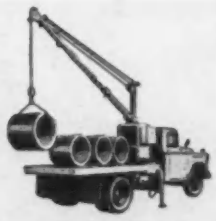

DAYBROOK Speedlift® TRUCK EQUIPMENT



Speedlift® DUMP BODIES (20 styles)

Speedlift® HOISTS (19 series)

POWER PACKER (refuse and garbage collection body)



POWER LOADER (360° rotation—4000 lb. capacity)

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Daybrook offers the truck dealer and salesman a *complete* line of *quality* equipment for *every* application in the field of materials handling *by truck!*

And for every unit of equipment, there is available engineering-application data and promotional material to pave the way for more sales and satisfied customers.

***DAYBROOK HYDRAULIC DIVISION***
*YOUNG SPRING & WIRE CORPORATION*
***BOWLING GREEN, OHIO***

DAYBROOK Speedlift® TRUCK EQUIPMENT

...BACKED BY *"FIELD ENGINEERING"*

**ASSISTANCE AND PROFIT-MAKING PROMOTION**

**CONSULT THESE DISTRIBUTORS**

**ALABAMA**—FAIRFIELD—Duncan Mfg. & Equipment Co., Inc.
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**COLORADO**—DENVER—Timpte Bros., Inc.
**CONNECTICUT**—SOUTH NORWALK—Truck Equipment Co., Inc.
**FLORIDA**—BRADENTON—Miller Sales, Inc. • MIAMI—DeBoliac Truck Equipment Co. • W. PALM BEACH—DeBoliac Truck Equipment Co.
**GEORGIA**—ATLANTA—Brooker Truck Equipment Co.
**IDAHO**—BOISE—Carl E. Burt Equipment Co.
**ILLINOIS**—CHICAGO—Erlinder Equipment Corp. • SPRINGFIELD—Capitol Trailer & Body Co.
**INDIANA**—EVANSVILLE—Superior Welding Co. • FORT WAYNE—Hoosier Truck Equipment • NOBLESVILLE—Warner Commercial Body, Inc. • SOUTH BEND—General Equipment & Machine Co.
**IOWA**—DES MOINES—Weston Dump Body Co.
**KANSAS**—KANSAS CITY—Western Truck Equipment Co.
**KENTUCKY**—LOUISVILLE—Tom Hise, Inc.
**LOUISIANA**—BATON ROUGE—Dealers Truck Equipment Co. • SHREVEPORT—Dealers Truck Equipment Co.
**MARYLAND**—BALTIMORE—Warner Fruehauf Trailer Co., Inc.
**MASSACHUSETTS**—BOSTON—W. F. Lacey & Sons Co. (Medford)
**MICHIGAN**—DETROIT—Scientific Brake & Equipment Co.; J. J. Lynn & Son* • GRAND RAPIDS—Allied Truck Equipment Co. • LANSING—Truck & Trailer Equipment Co. • SAGINAW—Scientific Brake & Equipment Co.
**MINNESOTA**—DULUTH—Lakeshore Body & Equipment Corp. • ST. PAUL—Power Brake & Equipment, Inc.
**MISSOURI**—ST. LOUIS—Steelweld Equipment Co., Inc.; McCabe-Powers Auto Body Co.*
**MONTANA**—JOPLIN—McClellan's, Inc. • MISSOULA—Superior Coach Sales*
**NEBRASKA**—OMAHA—Omaha Body & Equipment Co., Inc.
**NEW JERSEY**—NEWARK—Industrial Truck Equipment Corp. • THOROFARE—H. A. DeHart & Son
**NEW MEXICO**—ALBUQUERQUE—Timpte Bros., Inc.
**NEW YORK**—ALBANY—Estate of Andrew J. Ronan • BUFFALO—Universal Truck Equipment Corp. • NEW YORK—Ammel Brake Co. • J. C. Truck Equipment, Inc. (Garden City Park) • SHERMAN—Sherman Hydraulic Co. • SYRACUSE—L. B. Smith, Inc. • TROY—Howe Brothers
**NORTH CAROLINA**—CHARLOTTE—Twin-States Equipment Co.
**NORTH DAKOTA**—FARGO—Travis Bros. Body Works
**OHIO**—CINCINNATI—Melvin L. Aston Welding Co. • CLEVELAND—Schaefer Body, Inc. • COLUMBUS—Harry J. Reynolds & Associates, Inc. • DAYTON—Kencar Equipment Co. • TOLEDO—Riedy-Manner Truck Equipment Corp. • YOUNGSTOWN—Dentry Truck Body & Trailer Service Co.
**OKLAHOMA**—OKLAHOMA CITY—Dale George Co.*** • TULSA—Truck Parts & Equipment Co.
**OREGON**—PORTLAND—Utility Trailer & Equipment Co., Inc.; Air Mac, Inc.*
**PENNSYLVANIA**—ALLENTOWN—Allentown Brake & Wheel Service • CAMP HILL—L. B. Smith, Inc. • ERIE—Farm Equipment Co. • HUMMEL'S WHARF—Trailco Mfg. & Sales Co. • LANCASTER—Lancaster Auto Spring Co., Inc. • PHILADELPHIA—S. J. Eskin • PITTSBURGH—Barati Brothers • WILLIAMSPORT—Servall Machinery & Supply Corp.*
**TENNESSEE**—KNOXVILLE—Post & Company, Inc. • NASHVILLE—Tennessee Steel Products, Inc.
**TEXAS**—AMARILLO—King Trailer & Equipment Co., Inc. • DALLAS—Texas Hydraulic & Equipment Co., Inc. • EL PASO—P & R Truck Equipment Co. • FORT WORTH—Beckman Trailer Sales • HOUSTON—Truck Parts & Equipment, Inc. • SAN ANTONIO—Commercial Body Corp. • WICHITA FALLS—Longhorn Trailer & Body Co.
**UTAH**—SALT LAKE CITY—Foulger Equipment Co.
**VIRGINIA**—RICHMOND—Baker Equipment Engineering Co., Inc.; McIlhany Equipment Co., Inc.* • ROANOKE—General Welding & Machine Co.; McIlhany Equipment Co., Inc.*
**WASHINGTON**—SEATTLE—Transport Trailer & Equipment Co., Inc.; Air Mac, Inc.* • SPOKANE—Spokane Machinery Co., Inc.; Air Mac, Inc.*
**WEST VIRGINIA**—WHEELING—Power Brake Co.
**WISCONSIN**—APPLETON—Auto Body Works, Inc. • MILWAUKEE—Motor Truck Body Co.; Brake & Equipment Co., Inc.*
**DISTRICT OF COLUMBIA**—WASHINGTON—Warner Fruehauf Trailer Co., Inc.
**CANADA**—**Manufactured in Windsor, Ontario, Canada by Elcombe Engineering, Ltd.,** and distributed by Beaver Hydraulic Equipment, Ltd., Montreal; Bills Welding Shop, St. Thomas; Edmonton Truck Body, Ltd., Edmonton; Elcombe Sales and Service, Kingston; Elman Motors, Ltd., Sydney; Sam Glidden, Clinton; Kunec Machine Works, Winnipeg; Sumner Equipment, Ltd., Toronto; Wheel & Brake Service, Ltd., Hamilton; J. W. Wolsey, Port Arthur; Milne Distributors, Ltd., Saskatoon.
**CUBA**—HAVANA—Cuban Agricultural Services, Inc.

*Indicates Power Loader distributors only.
**Indicates Power Loader and Power Gate distributor only.
***Indicates Power Gate distributor only.
Above distributor list current at time of publication.

# AUTOMOTIVE NEWS FAMILY ALBUM

**NETTLES, EARL R.,** manager of market analysis of Plymouth Division, Chrysler Corporation since April, 1957. Born Maywood, Ill., December 2, 1926. Univ. of Tenn. B.S. degree. Entered automobile business with Plymouth in 1955 as market analyst.

**NORWOOD, JOHN E.,** with Sealed Power Co. since 1918. Sales mgr. from 1943 through 1954. Now dir. of adv. Born Baltimore, Md., Feb. 19, 1898. Polytechnic Inst. Entered automobile business in 1918 at Baltimore with No Leako Piston Ring Co.

**O'BRIEN JOHN DAVID.,** with General Motors Corp., gen. mgr. Inland Mfg. Division, Dayton, O. Born at Cincinnati, O., Jan. 21, 1896. Received B.S. degree from St. Xavier Coll., 1914. Joined Inland in 1922 as purchasing agt.

**ODE, KENNETH F.,** vice-pres. and gen. mgr. Cleveland Div. of the Midland-Ross Corp. since 1957. Born Milwaukee, Wisconsin, 1909. Marquette Univ., B.S.E.E. degree. Formerly with White Motor Co.

**O'DONNELL, M. T.,** programming mgr. of Chrysler Div., Chrysler Corp., since 1955. Born Lynn, Mass. Entered automobile business in 1936 at Detroit as tool engineer for DeSoto Div.

**NEWBERG, WILLIAM C.,** group vice-pres., automotive, Chrysler Corp., since 1956. Born Seattle, Wash., Dec. 17, 1910. Univ. of Washington, B.M.E.; Chrysler Inst. of Engineering, M. M. E. Entered automobile business in 1932 with American Automobile Co. at Seattle as salesman.

**OARE, ROBERT L.,** with Associates Investment Co. as Chmn. of the Bd. since 1951. Born in South Bend, Ind., on Oct. 13, 1912. Dartmouth Coll., A.B., Yale Univ., LL.B. Entered automobile business in 1947 at South Bend, Ind., with Associates Investment Co. as dir.

**OCHS, CLARENCE I.,** with Eaton Mfg. Co. as dir. and member of exec. comm. since retirement as chmn. of the board, 1956. Born in Boston, Mass. Entered automobile business in 1916 at Cleveland, O., with Torbensen Gear & Axle Co., as pur. agt.

**O'DOHERTY, LAWRENCE J.,** dir. of sales, auto div., Acme Quality Paints, Inc., since 1957. Born in Canada, Feb. 2, 1902. Univ. of Ottawa. Entered automobile business in 1924 at Detroit in steel depts. of Ford Motor Co. Joined Acme Quality Paints in 1929.

**OHLY, CHARLES W.,** with Thompson Products, Inc., as vice-pres. and gen. mgr. since Aug., 1954. Born Cleveland, O., Sept. 5, 1918. Case Institute of Technology, B.S., M.E. Entered automobile business in 1940 at Cleveland with Thompson Products as laboratory technician in metallurgical research lab.

**NEWBY, RALPH,** with Midland-Ross Corp. as sales mgr. of the Cleveland Division since 1950. Born Birmingham, England, April 3, 1909. Cleveland College. Entered automobile business in 1927 at Cleveland with Midland Steel Products Co. as draftsman.

**NICHOLAS, EDWARD I.,** manager of marketing and analysis dept. of American Motors Corp., since 1957. Born Dayton, O., Dec. 31, 1926. Graduated from Ohio State University in 1949. Entered automobile industry in 1949 as market analyst with Nash-Kelvinator.

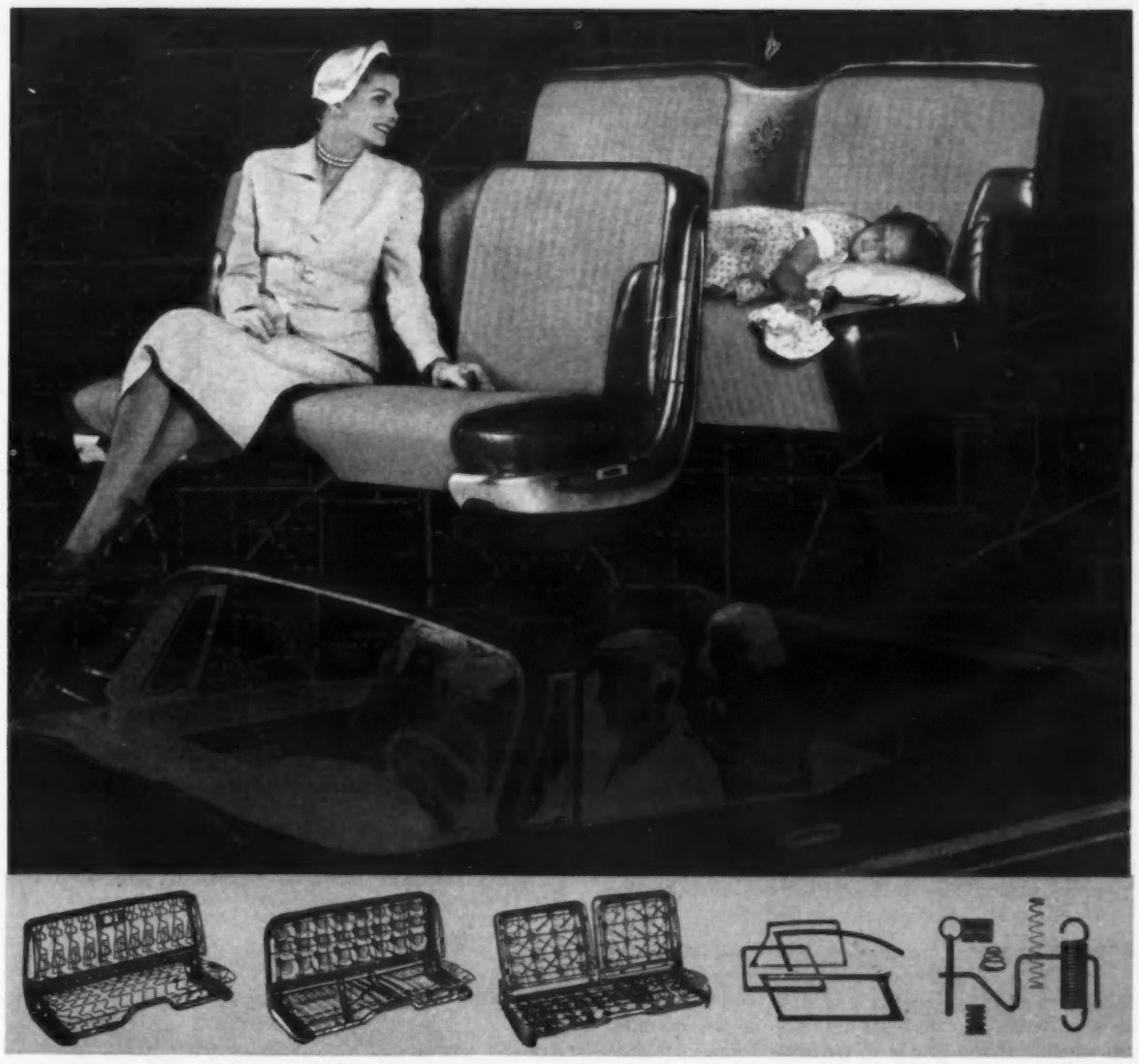
**NICHOLL, J. FERRELL,** with Lumite Div., Chicopee Mills, Inc., as vice-pres. since 1949 and gen. mgr. since 1948. Born Blanket, Tex., Aug. 20, 1926. Ga. Tech. B.S. degree. Entered automobile business in 1945 at New York with Lumite Div. as mgr. upholstery fabric section.

**NICHOLS, BYRON J.,** gen. mgr. automotive marketing, Chrysler Corp., since 1956. Previously vice-pres. of sales, Dodge Div. Born Beloit, Wis., July 15, 1913. Entered automobile business in 1933 with Ford Motor Co.

**NIELSEN, A. B.,** with Chrysler Corp., as dir. field operations, automotive marketing, since 1956. Born July 24, 1900 in Ft. Wayne Ind. Business school. Entered automobile business in 1915 at Flint, Mich., as payroll clerk for Chevrolet Motor Co.

**NISKALA, E. W.,** sales mgr. of Borroughs Manufacturing Company since 1955. Born Fitchburg, Mass., Aug. 1908. Entered automobile business in 1929 at Canton, O. in sales department of Berger Manufacturing Co.

**NOONAN, CHARLES P.,** with Chrysler Corp. as eastern area dir. of field operations, group marketing since 1956. Born New Rochelle, New York, July 15, 1915. New York Univ., 1938, B.S. Entered auto business, New Rochelle, 1938, as retail salesman.

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To assure deep down riding comfort—seating luxury in keeping with America's fine car standards—many of today's automobiles and trucks come to you equipped with seating units of superior YOUNG design and craftsmanship. YOUNG produces complete seat and back spring constructions . . . tubular seat frames . . . garnish mouldings for that tasteful touch of style . . . precision mechanical springs and wire forms and shapes of every type for the automotive industry.

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GONSET DIVISION: Electronic Communicators, Transmitting & Receiving Systems

AIRCRAFT DIVISION: Structural Shapes, Honeycomb Material, Hinge-type Connector Sections

# AUTOMOTIVE NEWS FAMILY ALBUM

**OLDFIELD, WILLIS J.,** dir. of adv. and prom., AC Spark Plug Div., General Motors Corp., since Feb., 1958. Born Mt. Morris, Mich., Aug. 28, 1911. Flint Jr. Coll. Entered automobile business in 1942 at Flint as pub. rel. rep. with AC Spark Plug Div.

**O'NEIL, THOMAS J.,** member Ford Motor Co. dealer policy board. Born Memphis, Tenn., Dec. 28, 1894. Christian Bros. College. Entered automobile business in 1915 in Memphis Dist. with Ford Motor Co. as stock clerk.

**ORMSBY, RUTH,** with Nu Orm Plans, Inc., as president since 1945. Native of Los Angeles. St. Mary's Academy and St. Mary's College. Entered automobile business in 1940 working in a dealership as a follow-up operator. Started own follow-up and service merchandising business in November, 1945.

**OSBORN, CYRUS R.,** with General Motors Corp., vice-pres. and dir. Born Dayton, O., Aug. 27, 1897. Univ. of Cincinnati. Entered automobile business in 1921 with Dayton Eng. Laboratories as apprentice.

**OYLER, RAYMOND O.,** gen. sales mgr. of New Departure Div., General Motors Corp., since July, 1957. Born Galveston, Ind., Dec. 21, 1913. Purdue Univ., C. E. degree. Joined General Motors in 1938 at Milwaukee as sales engr. with New Departure Div.

**OLEN, WALTER A.,** with Four Wheel Drive Auto Co. as consultant Born in Winneconne, Jan. 31, 1875. Valparaiso Law School LL.B. Entered automobile business in 1910 at Clintonville, Wis., with Four Wheel Drive Auto Co., as pres. and gen. mgr.

**O'NEIL, WILLIAM F.,** with General Tire & Rubber Co. as pres. and gen. mgr. since 1915. Born Akron, O., Aug. 21, 1885. Holy Cross Coll., B.S. and LL.D. degrees. Entered automobile business in 1904 at Worcester, Mass., with Worcester Tire Fabric Co. as cost man.

**ORR, JAMES W.,** mgr. of merch. dept., Studebaker-Packard Corp. Entered automobile business in 1956 as sales prom. mgr. of Studebaker - Packard Corp.

**OUELLETTE, L. J.,** with Dodge as dir. dealer rel. since 1950. Born Detroit, Mich., June 6, 1899. Entered auto business in 1917 in adv. dept. with Dodge Brothers.

**PAINE, WILLARD B.,** president and chief exec. officer of Bendix-Westinghouse Automotive Air Brake Co. since 1957. Born Malden, Mass., April 26, 1905. Mass. Insti. of Tech., B.S. in Mech. Eng. Entered automobile industry in 1931 at Bendix Products Div. as laboratory engr. in the development of vacuum power brakes.

**PALMER, W. P.,** with Arndt - Palmer Lab. as pres. since 1947. Born Rushville, Ind., in 1888. Entered automobile business in 1935 at San Francisco with Palmer Co. as owner.

**PARKER, FRED W., JR.,** with Timken - Detroit Axle, Division of Rockwell Spring & Axle Company as executive vice - pres. since 1953. Born in Chicago, Apr. 26, 1905. Cornell Univ., M.E. degree. Entered automobile business in 1927 at Detroit with Timken - Detroit Axle Co. as student engr.

**PARKER, JOHN R.,** dir. of sales and engrg. Automotive div., A. O. Smith Corp. since Dec., 1957. Born Three Rivers, Mich., Sept. 9, 1917. Univ. of Mich., B.S. in M.E. degree. Entered automobile business in 1939 at Milwaukee as draftsman with A. O. Smith Corp.

**PATENGE, WALTER F.,** with Wohlert Corp. as pres. and gen. mgr. since 1944. Born Bay City, Mich. 1898. Mich. State College, B.E. Eng. Entered automobile business in 1923 at Lansing with Reo Motor Co. as draftsman.

**PATTERSON, C. H.,** group exec. — engine and foundry, Ford Motor Co., since 1957. Born Edinburgh, Scotland, Oct. 22, 1902. Entered automobile business in 1927 as die maker with Ford Motor Co.

**PATTERSON, M. C.,** Pres. of Dodge Div., vice-pres. of Chrysler Corp. Born Lanaskshire, Scotland, May 30, 1900. Entered automobile business in 1921 as die sinker machinist for Dodge Div.

**PAUL, STEPHEN H.,** with Auto Specialties Mfg. Co. as general sales mgr. since 1950. Born Duquesne, Pa., Sept. 26, 1905. Illinois & Chicago Tech. Entered automobile business in 1935 at St. Joseph, Mich., with Auto Specialties Mfg. Co. as inspector.


NEW *Snap-on* ANAL-O-SCOPE

**. . . floods garage with tune-up business**

**Ed and Wally's Garage,** Kenosha, Wis., was the "proving ground" for a new *Snap-on* Anal-O-Scope . . . a test under actual working conditions.

Wally Regnery, the tune-up expert, got a short briefing by a *Snap-on* man. After a few test runs, he was doing a complete check of a six-cylinder engine in seven minutes, an eight-cylinder in ten minutes. His regular equipment took twice as long.

Mysteriously, word about the Anal-O-Scope got around. Without an announcement, people began coming in, wanting their cars checked on that "fantastic machine." In less than two weeks, Wally "scoped" 30 cars — without advertising, without pressure, without build-up.

The parts business was terrific. The Anal-O-Scope is a *natural* merchandiser. People don't argue about replacing faulty plugs, points, rotor, etc. when they see these parts show "bad" on the screen. Look at the pile of parts Wally replaced in less than a month! And there wasn't a single comeback on an Anal-O-Scope tune-up.

Wally likes the easy-to-read trace pattern. If there's trouble, it pops right out on the 'Scope.

Wally Regnery runs the patented ignition reserve test. This electrically loads the ignition system to check power reserve for high-speed and hard-pull conditions. The Anal-O-Scope also tests dwell or cam angle, breaker points, distributor, condenser, spark plugs, valves, primary circuit leakage and resistance, secondary circuit resistance and insulation.

Look at this pile of faulty parts — weeded out by the Anal-O-Scope in less than a month. What a money-maker!

You can boost your tune-up profits just as Ed and Wally have. Get the Anal-O-Scope story from your *Snap-on* man now. Ask about the low, easy payment plan. Convince yourself with a demonstration.

P.S. Yes, Wally and Ed bought the Anal-O-Scope.

**MT-615 Anal-O-Scope**
Complete with all accessories — nothing else to buy

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Snap-on Tools — THE CHOICE OF BETTER MECHANICS

# AUTOMOTIVE NEWS FAMILY ALBUM

**PAXTON, H. G.,** administrative asst. to exec. vice-pres. of American Motors Corp., since 1957. Born Walton, W. Va., Feb. 11, 1913. Graduated from West Virginia Univ. in 1934. Entered automobile industry in field organization of General Motors in 1934.

**PETERSON, W. L.,** director sales promotion and adv., White Motor Co. since 1957. Born Owosso, Mich. M.E. Michigan State Univ., Entered automobile business in 1947 as sales engineer Timken Detroit Axle Co.

**PETTENGILL, E. R.,** with Pontiac Motor Div. as dir. of coordination, mfg. and distr. Born in Port Huron, Mich., Feb. 4, 1905. Entered automobile business in 1925 as central office cashier.

**PHILLIPS, ASA R. JR.,** with Auto Ventshade, Inc. as pres. since 1957. Born Lakeland, Fla., Feb. 3, 1932. Univ. of Ga. Entered automobile business in 1955 with Auto Ventshade Co. as sales rep.

**PICHURSKI, JOHN R.,** automotive press relations mgr. of American Motors Corp. since 1956. Born Detroit, Mich., June 18, 1921. Michigan State College. Entered automobile business in 1951 at Detroit with Nash Motors.

**PECKELS, MICHAEL F.,** with International Harvester as dir. consumer rel. since 1945. Born in Chicago, April 29, 1897. Entered automobile business in 1915 at Chicago with International Harvester as clerk.

**PETOK, S.,** with DeSoto Div. of Chrysler Corp. as dir. public rel. since 1957. Born Detroit, Mich., 1922. Wayne State University. Entered automobile business in 1950 with Kaiser-Frazer Corp. as public relations specialist.

**PFEIFFER, KARL,** with Chrysler Corp. as exec. engr. of laboratories and vehicle testing since Dec., 1955. Born in Obernburg, Germany. Educated in Germany. Entered the automotive business in the U. S. in 1923 with Maxwell Motor Co.

**PHILLIPS, ROBERT M.,** with Cadillac Motor Car Div. as gen. serv. mgr. Born New York City, 1914. Graduate automotive design engr. Entered automobile business at New York in 1937 with Cadillac.

**PICKETT, WILLIAM S.,** vice-pres. in charge of sales for Willys-Overland Export Corp. Born in Ohio in 1920. Graduate of Univ. of Toledo. Joined Willys in 1946.

**PENNINGTON, C. WILLIAM,** vice-pres. of U. S. Rubber Co. and gen. mgr. of Footwear and Gen. Prod. Div. since Oct., 1957. Born New Albany, Ind., Jan. 18, 1908. Benson Polytechnic School, Univ. of Oregon. Entered rubber business in 1926 at Portland as stock clerk with U. S. Rubber Co.

**PEO RALPH F.,** chmn. and pres. of Houdaille Industries, Inc. Born Rochester, N. Y., 1897. Rochester Institute of Tech., mech. degree. Entered automobile business in Detroit with Dodge Co.

**PEPPIATT, GUY S.,** pres. of Federal-Mogul-Bower Bearings, Inc. Born Washtenaw County, Mich., Sept. 20, 1901. Univ. of Mich., A.B. degree. Entered automobile business in 1928 at Detroit with Federal-Mogul Corp. as accountant, became pres. in 1950.

**PERELLE, CHARLES W.,** pres. of American Bosch Arma Corp. since April, 1954. Born Juneau, Alaska, Jan. 5, 1903. Univ. of Washington, St. Joseph College, Dr. degree. Entered automobile business in 1946 as pres. of Gar Wood Industries.

**PETERSEN, DONALD E.,** car planning mgr. of Ford Div., Ford Motor Co. Born Pipestone, Minn., Sept. 4, 1926. Ore. St. Univ., Univ of Wash., Stanford Univ., M.B.A. degree. Entered automobile business in 1949 as fin. analyst with Ford Motor Div.

**PETERSON, GEORGE B. D.,** Detroit distr. sales mgr. of Aluminum Co. of America since 1955. Born Wayne, Pa., 1908. Penn State Univ. Entered automobile business in 1928 at Pittsburgh as sales apprentice with Alcoa.

**PETERSON, P. O.,** with Mack Truck, Inc., as pres. and chief exec. since January, 1955. Born Norway, Sept. 16, 1896. Entered automobile business in 1911 at Flint, Mich., with Buick Motor Co. Joined Studebaker in 1919, becoming exec. vice-pres. in 1950.

# AUTOMOTIVE NEWS FAMILY ALBUM

**PIERSON, H. LYNN,** with Detroit Harvester Co. Chmn. of Bd. since 1951. Pres. since 1926. Born in Detroit July 13, 1894. Williams College. Entered automobile business in 1919 at Detroit with Packard Motor Car Co.

**PIOT, LESTER W.,** dir. sales training of Chrysler Corp., since 1956. Born Charleroi, Pa., Aug. 20, 1922. Wayne Univ., Lawrence Tech. Entered automobile business in 1941 at Detroit with Chrysler Corp. as district rep.

**POIRIER, G. T.,** gen. mfg. mgr. of Chrysler Div., Chrysler Corp. since 1955. Born Jackson, Mich. Univ. of Detroit, Chrysler Inst. of Engrg. Entered automobile business in 1940 as research engr. for Chrysler Div.

**POWER, WILLIAM G.,** with Chevrolet Div. of General Motors Corp. as adv. mgr. since Jan. 1, 1950. Born Indianapolis. Entered automobile industry at Flint, Mich., as Chevrolet wholesale representative in 1928.

**PRICE, ARTHUR E.** with Kent-Moore Organization, Inc., as vice-pres., spec. accts. Born Fond du Lac, Wis., Feb. 27, 1893. H. S. and extension courses. Entered automobile business in 1911 at Racine, Wis., with Mitchell-Lewis Motor Car Co. as cost clerk.

**PIERSON, LOUIS W.,** with International Harvester Co. as mgr. of sales, motor truck div. Born Hatton, N. Dak., May 15, 1901. High school. Entered automobile business in 1922 at Billings, Mont., with International Harvester Co. as truck salesman.

**PLANT, ARTHUR P.,** gen. mgr. Indus. Sales, Libbey-Owens Ford Glass Co. since 1952. Born Sherbrooke, Que., 1903. LaSalle Ext. Univ., accounting degree. Entered automobile business in 1944 at Toledo as asst. to indus. sales mgr. with L-O-F Glass Co.

**PORTER, KENNETH R.,** Director of Dealer Relations of Plymouth Division, Chrysler Corp., since Nov., 1957. Born Beloit, Wis., Aug. 20, 1904. Beloit Coll. Entered automobile business in 1933 as a Dodge salesman. Joined Plymouth in 1948 as District Manager, New York Region.

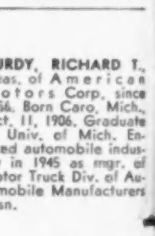
**PRASS, MARC R.,** with Chrysler Div., Chrysler Corp., as dir. prod. planning, since 1955. Born South Bend, Ind., Jan., 1919. B.S. Yale Univ., 1941. Entered automobile business with Chrysler Corp. Engrg. Div., 1941.

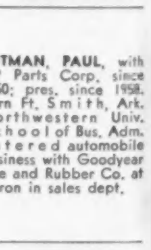
**PRICE, GALEN B.,** mfg. planning mgr. of Ford Div. since Jan., 1958. Born Alpena, Ark., Aug. 10, 1918. Univ. of Ark., M.B.A. degree. Entered automobile business in 1947 as price analyst with Ford Motor Co.

**PROSSER, WILLIAM B.** with Perfect Circle since 1925. Pres. since May, 1957. Born in Canada, March 22, 1902. Entered automobile business in 1923 at Boston with American Gear Co. as salesman.

**PRUITT, SIDNEY T.,** domestic sales mgr. of Ethyl Corp. since 1955. Born Benton, Ala., June 16, 1907. Ga. Inst. of Tech., B.S., Civil Eng. degree. Entered automobile business in 1930 as field rep. with Ethyl Corp.

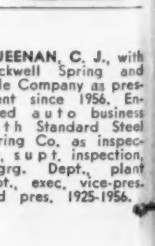
**PURDY, RICHARD T.,** treas. of American Motors Corp. since 1956. Born Caro, Mich., Oct. 11, 1906. Graduate of Univ. of Mich. Entered automobile industry in 1945 as mgr. of Motor Truck Div. of Automobile Manufacturers Assn.





**PURSLEY, L. M.,** national business management manager of American Motors Corp. since 1956. Born Philadelphia Sept. 5, 1902. Graduated from Drexel Institute of Technology, Philadelphia. Entered automobile industry in 1922 as comptroller of Roberts Nash Motor Co., Philadelphia.

**PUTMAN, PAUL,** with AP Parts Corp. since 1950; pres. since 1958. Born Ft. Smith, Ark. Northwestern Univ. School of Bus. Adm. Entered automobile business with Goodyear Tire and Rubber Co. at Akron in sales dept.



**PUTTERMAN, BENJAMIN.,** with Yankee Metal Products Corp. as pres. 1946-1955, chmn. of the bd. since 1955. Born Poland, 1891. Entered automobile business in 1915 at New York City with American Auto Lamp Co. as partner.

**QUEENAN, C. J.,** with Rockwell Spring and Axle Company as president since 1956. Entered auto business with Standard Steel Spring Co. as inspector, supt. inspection, Engrg. Dept., plant supt., exec. vice-pres. and pres. 1925-1956.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# AUTOMOTIVE NEWS FAMILY ALBUM

**QUINN, ED C.,** pres. of Chrysler Div. and vice-pres. and dir. of Chrysler Corp., since 1954. Born Detroit, Mich., Dec. 15, 1903. Entered automobile business in 1919 with Studebaker in Detroit. With Chrysler Corp. since 1934.

**REESE, C. J.,** with Continental Motors Corp. as pres. since 1939. Born in Muncie, Ind., in 1900. Muncie Normal, I.C.S. Prod. Engr. degree. Entered automobile business in 1918 at Flint, Mich., with Chevrolet Motor Co. as prod. followup. Joined Continental Motors in purchasing dept., 1931.

**REEVES, ALFRED,** born in Brooklyn, N. Y., 1875. Brooklyn High. Forty years with Automobile Manufacturers Association; 25 years as gen. mgr.; advisory vice-pres. since 1940; mgr., National Automobile Shows since 1932. Entered automobile business in 1904 as Automobile Editor of the "New York Mail and Express."

**REID, J. S.,** with Standard Products Company as president and chairmen of the board. Born Yazoo County, Mississippi, 1894. University of Louisville, M.D. degree. Entered automobile business in 1920, inventor of the Easy-on bayonet type automobile gas tank cap. Founded Standard Products in 1928.

**REILLY, EDWARD J.,** with Harrison Radiator Division, General Motors Corp. as general sales manager since 1952. Born Buffalo, N. Y., January 6, 1915.

**QUINN, JOSEPH D.,** mgr. of mfg., engrg., stamping div., Chrysler Corp. Born Nov. 12, 1904. Depot Harbor, Ont., Canada. With Briggs Manufacturing Co. from 1927 through 1953. Entered automobile business in 1925 with Murray Mfg. Co. in time study dept.

**REESE, WM. D.,** mgr. of engrg., motor truck div., International Harvester Co. since Dec., 1943. Born Middletown, N. Y., 1894. Lehigh Univ. Entered automobile business in 1917 with Locomobile Co., Bridgeport. Joined International Harvester, 1934.

**REEVES, PAUL J.,** dir. of sales of Timken Roller Bearing Co. since 1950. Born Dover, O., 1905. Carnegie Tech., B.S. degree. Entered automobile business in 1929 at Canton as sales engineer of Timken Roller Bearing Co.

**REIDER, KENNETH G.,** gen. mgr. Miniature Lamp Dept., General Electric Co., since 1955. Born New Castle, Pa., Aug. 11, 1894. Allegheny Coll., B.S. degree.

**REINERT, W. A.,** with DeSoto Div. of Chrysler Corp. as dir. market and sales analysis since 1956. Born Lake Geneva, Wis., 1913. University of Wisconsin. Entered automobile industry in 1937 with Chrysler Corp. as statistician.

**RAGSDALE, EDW. T.,** gen. mgr. of Buick Motor Div., GM Corp., since March, 1956. Born Hopkinsville, Ky., in 1897. Indiana State Normal Coll. Entered automobile business in 1916 at Newcastle, Ind., with Maxwell Motor Car Co. as tool designer.

**RAISBECK, JOHN W.,** vice-pres. of sales operations of American Motors Sales Corp., since 1956. Born in Coronel, Chile. Charleston School of Commerce. Entered automobile business in 1930 at Detroit with Packard Mtor Car Co.

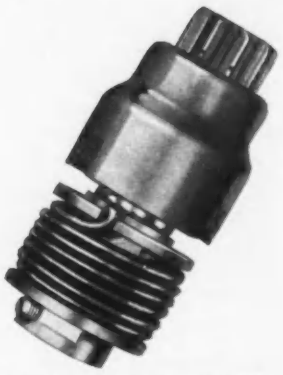
**RAMSEY, WILLIAM B.,** dir. of gov. and fleet sales of American Motors Corp. since 1955. Born Columbus, O., Aug. 16, 1918. Ohio State Univ. Joined automobile business in 1935 as used-car dealer in Columbus, O.

**RAPPAPORT, M. E.,** pres. Napco Industries, Inc. since 1955. Pres. Federal Motor Truck Co., subsidiary of Napco. Born Salt Lake City, Utah, Jan. 13, 1908. Univ. of Minnesota. Entered automobile business in 1930 at Minneapolis as partner of Northwestern Auto Parts Co.

**RAVIOLO, VICTOR G.,** with Ford Motor Co., eng. staff as spec. asst. to the vice pres.—engrg. and research. Born New York City, June 20, 1914. Entered automobile business in 1932 at Detroit as draftsman for Chrysler Corp.

**RAY, EDWARD F.,** gen. sales mgr., All-Wheel-Drive Truck Div., Marmon-Herrington Co., Inc., since Jan., 1955. Born White County, Ind., Feb. 10, 1899. Entered automobile business in 1922 at Indianapolis with Ford Motor Co.

**RAY, J. CHESTER,** dir. customer relations, tire division of United States Rubber Co., since 1951. Entered rubber business in 1929 with U. S. Rubber Co.



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The newest BENDIX Starter Drive is designed to crank your engine continuously until it is actually running. It *cannot* kick out of mesh with the flywheel ring gear due to weak explosions.

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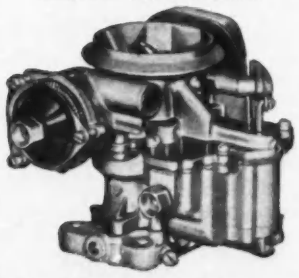

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# AUTOMOTIVE NEWS FAMILY ALBUM

**REMMEL, CHESTER H.**, sales mgr. of Amalie Div., L. Sonneborn Sons, Inc., since 1954. Born Cleveland, O., Feb. 6, 1913. John Marshall Coll. Entered automobile business in 1929 at Cleveland with Gardner Motor Car Distributor as parts clerk.

**RICH, ELMER**, with Simoniz Co. as chairman since 1952. Entered automobile business in 1910 at Chicago with Simoniz Co.

**RIEDL, JULIUS**, mgr. of Milwaukee body plant, American Motors Corp. since 1955. Born Feb. 23, 1907 in Gratz, Austria. Milwaukee Vocational School. Entered automobile industry in 1920.

**RIGSBY, CARL C.**, gen. mgr. Packard Electric Div., General Motors Corp., since 1958. Born Frankton, Ind., Jan. 17, 1904. Purdue Univ., B.S. degree. Entered automobile business in 1926 at Anderson, Ind., as student engr. with Delco-Remy Div.

**RISING, FRANK W.**, with Automotive Parts Manufacturers Assn. as gen. mgr. since 1940. Born Kansas City, Mo., 1902. Kansas U. A.B. degree. Entered automobile business in Feb., 1940 at Detroit with APMA as gen. mgr. Mich. W.L.B. Manpower Com.

**RENNER, JOHN E.**, gen. sales mgr. of Lincoln Engineering Co. since 1955. Born St. Louis, Mo., Sept. 19, 1911. St. Louis grade and high schools. Entered automobile business in 1934 at St. Louis with Lincoln Engineering Co., as sales trainee.

**RICHARDSON, J. A.**, vice-pres. of Shure Mfg. Corp. Born St. Louis, Mo., June 13, 1907. Entered automobile business in 1933 at St. Louis as owner of Richardson Co.

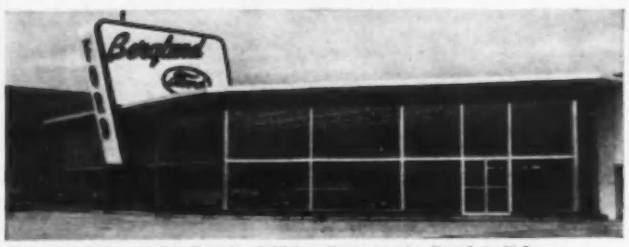
**RIGGS, THOMAS J. JR.**, exec. vice pres. of The Gabriel Co. since 1956. Born Logan, W. Va., June 1, 1916. Univ. of Ill., B.S. degree. Entered automobile business in 1952 at Detroit as sales mgr., pres. of F. L. Jacobs Co.

**RILEY, EDWARD**, with General Motors Corp., as vice-pres. since 1942 and gen. mgr. Overseas Oper. div., since 1941. Born in Lawrence, Mass. Dartmouth Coll. Entered automobile business in 1917 with Hyatt Roller Bearing Co.

**ROBERTSON, DELMAR D.**, with Dana Corp. since 1937 and vice-pres. sales since Dec. 1, 1954. Born Chicago, Ill., July 31, 1904. Ga. Inst. of Tech., B.S. mech. engrg. Entered automobile business in 1928 at Philadelphia with Wilkening Mfg. Co. as engr.

**ROBERTSON, GORDON H.**, with Acme Quality Paints, Inc., as vice-pres. and gen. mgr. since 1944. Born Toronto, Ont., Oct. 1, 1901. Univ. of Toronto, B.A.Sc. Entered automobile business in 1926 at Cleveland with Sherwin-Williams Co., Cleveland, O., as chem.

**NATIONAL ACCOUNTING MACHINE** makes it possible to post all bookkeeping work with speed and efficiency.




**HEADQUARTERS** of the Berglund Motor Company in Camden, N.J.

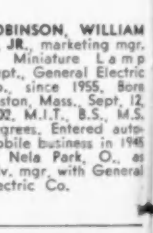
**ALL REVENUE**, including that from Parts and Service departments, is mechanically classified into 28 separate totals, thus reducing operating costs.

**E. H. BERGLUND**, President of Berglund Motor Company.



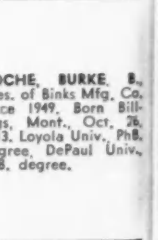
**ROBINS, THOMAS JR.**, with Hewitt-Robins, Inc. as pres. since 1935. Born New York City, Oct. 6, 1896. Groton School; Princeton, "War Degree." Entered rubber business in 1926 in Buffalo, N. Y., with Hewitt-Robins as asst. to pres. Dir. Amer. Synthetic Rubber Corp., Dir. Rubber Mfgrs. Assn.

**ROBINSON, WILLIAM H. JR.**, marketing mgr. of Miniature Lamp Dept., General Electric Co., since 1955. Born Boston, Mass., Sept. 12, 1902. M.I.T., B.S., M.S. degrees. Entered automobile business in 1945 at Nela Park, O., as adv. mgr. with General Electric Co.



**ROBITAILLE, C. A.**, fleet mgr. of Chrysler Div., Chrysler Corp. since 1955. Born Detroit, Mich., Oct. 21, 1906. Univ. of Detroit. Entered automobile business in 1928 as accounting clerk in truck distribution dept. of Chrysler Corp.

**ROCHE, BURKE B.**, pres. of Binks Mfg. Co. since 1949. Born Billings, Mont., Oct. 28, 1913. Loyola Univ., PhB. degree, DePaul Univ., LLB. degree.



**ROCHE, JAMES M.**, with Cadillac as gen. mgr. since Jan., 1957. Born Elgin, Ill., Dec. 16, 1906. Entered automobile business in 1927 at Cadillac factory branch, Chicago.

**ROCHE, JOHN P.**, with Roche, Rickerd & Cleary, Inc., as Chmn. of the bd. Born Aberdeen, S. D., 1889. Columbia Univ., A.B. degree. OAX, ΦBK frats.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Edmund H. Berglund
*President of the Berglund Motor Company*

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# AUTOMOTIVE NEWS FAMILY ALBUM

**ROCKWELL, WALTER F.**, chmn. of the bd., The Acro Manufacturing Co. 1953 - 1957. Chmn. fin. comm. Rockwell Mfg. Co. Dir. Rockwell Spring and Axle Co., Robertshaw-Fulton Controls Co. Born in Boston, Mass., Oct. 30, 1899. Tufts College, B.S. and M.S. Entered automobile business in 1920 with Wisconsin Parts Co. as serv. engr.

**ROPER, VAL J.**, mgr. prod. planning of Miniature Lamp Dept., General Electric Co., since 1955. Born Indianapolis, Ind., June 24, 1903. Purdue Univ., B.S.E.E. degree. Entered automobile business in 1925 at Nela Park, O., as lighting engr. with General Electric Co.

**ROTHMAN, EDWARD E.**, acting gen. adv. and sales prom. mgr., Ford Motor Co. Born Detroit, Mich. Graduate of Univ. of Penn. Entered automobile business in 1921 with Campbell-Ewald Co.

**ROUSH, STANLEY J.**, Borg - Warner Corp., Chicago as group vice-pres., and with Morse Chain Co. as pres. and gen. mgr. since 1954. Born Pitsburgh, Pa., May 30, 1909. Carnegie Institute of Technology.

**ROWE, NORMAN A.**, dir. of adv. Fruehauf Trailer Co. Born in London, Eng., March 9, 1911. Wayne Univ. Entered automobile business in 1928 at Detroit with Geo. Harrison Phelps, Inc., as publicity asst.

**ROCKWELL, WILLARD F.**, chmn. of the bd. of Rockwell Spring and Axle Co. Hon. Pres. and Life Dir. Automotive Old Timers, Inc., New York City. Born Boston March 31, 1888. MIT Coll. Entered automobile business in 1914 at Poughkeepsie with F.I.A.T. as engr.

**ROTHBAUM, IRA**, with N. W. Ayer & Son, Inc. since 1953, supervisor of promotion service on Plymouth since 1956. Born Philadelphia, November 23, 1923. University of N. Carolina. Entered automobile business with Ayer in 1953.

**ROUBIE, KENNETH D.**, with J. W. Mortell Co. as Detroit Mgr. Born Watertown, N. Y., Oct. 3, 1910. Univ. of D., Clarkson Coll. of Tech., B.S., M.E. Entered automobile business in 1942 at Kankakee, Ill., with J. W. Mortell Co. as district mgr. Detroit.

**ROW, EDGAR C.**, with Chrysler Corp. as adm. vice-pres. and on bd. of dir. since 1956. Born St. Mary's, O., Jan. 10, 1896. Valparaiso Univ. Entered automobile business in 1916 with Dodge Bros. in planning department.

**ROWOLD, HENRY** with Mack Trucks, Inc. as mgr. in charge of nat'l. and fleet sales. Born New York City, Sept. 16, 1900. High school. Entered automobile business in 1919 at New York with Mack Truck as secy.

**RODGER, ROBERT M.**, chief engr. of Chrysler Div. Born Hammond, N. Y., Oct. 14, 1917. Clarkson College of Tech., B.M.E. degree. Joined Chrysler Corp. in 1939 with Inst. of Engineering.

**ROESCH, KARL A.**, with Autocar Div., The White Motor Co., as exec. vice - pres. since 1956. Born Cleveland, Ohio, 1903. B.A. Ohio State Univ. Entered automobile business in 1928 as salesman with White Motor Co.

**ROGERS, GOODLOE H.**, with American Forging and Socket Co. since 1934, pres. and gen. mgr. since 1944. Univ. of Michigan Entered automobile business with Oakland Motor Car Co.

**ROHRBACH, JOHN F. D.**, with Raybestos-Manhattan, Inc., as pres. since 1948. Born New York City July 18, 1889. N. Y. U., B.C.S. Entered automobile business in 1916 at Bridgeport, Conn., with Raybestos Co. as auditor and bus. consit.

**ROLLERT, EDWARD D.**, gen. mgr. of Harrison Radiator Div., General Motors Corp., since 1955. Born Crete, Ill. Purdue University, M.E. degree. Entered automobile business in 1934 at Flint with A C Spark Plug Division.

**ROLLIS, ROBERT T.**, gen. mfg. mgr. of Oldsmobile Div. since 1955. Born Stoughton, Wis., Dec. 15, 1911. Univ. of Wis., B.S. degree. Entered automobile business in 1935 with General Motors Corp. Transferred to Oldsmobile from Chevrolet in 1942.

**ROMNEY, GEORGE**, with American Motors Corp. since 1948, as pres. and chmn. since 1954. Born in Chihuahua, Mex., on July 8, 1907. LDS Univ., Univ. of Utah, George Washington Univ. Entered automobile business in 1939 at Detroit with A.M.A. as Detroit mgr.

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*General Motors leads the way—Starting with Delco Batteries*

# AUTOMOTIVE NEWS FAMILY ALBUM

**ROY, ROSS,** pres. Ross Roy, Inc., national advertising agency, founded in 1926. Entered automobile business at Janesville, Wis., with Dodge as retail salesman.

**RUMMEL, MARTIN F.,** purch. agent of Pontiac Motor Div. since 1946. Born Frankenmuth, Mich., July 31, 1904. Mich. State College. Entered automobile business in 1927 with Oakland Motor Car Co.

**ST. AUBIN, MYRLE E.,** with General Motors Corp. as dir. of serv. sec. since 1944. Born Mt. Clemens, Mich., Oct. 10, 1904. Univ. of Mich., A.B., B.A. Entered automobile business in 1927 at Pontiac, Mich., with Oakland Motor Car Co. as parts and service rep.

**SANDBERG, DELMER A.,** with Delco Radio Div., General Motors Corp., as sales mgr. since Jan., 1957. Born Chicago, Ill., July 8, 1907. Univ. of Illinois B. S. E. E. degree. Entered automobile business in 1935 with Crosley Radio Corp.

**SANDERS, RUSSELL F.,** dir. of Engrg. and sales, Rochester Products Div., General Motors Corp., since 1957. Born Lansing, Mich., Aug. 30, 1907. Michigan State Univ., B.S.M.E. degree. Entered automobile business in 1923 at Lansing as apprentice with Reo Motor Co.

**RUDE, ALAN G.,** with Universal C.I.T. Credit Corp. as pres. Dir. of C. I. T. Financial Corp. Born Hawthorne, N. J., 1905. Dover Coll. of Commerce, New York Univ. Entered automobile business in 1925 with C. I. T. Corp. of New York.

**SAFFORD, HERMON F.,** with Ohio Rubber Co., A Div. of The Eagle-Picher Co. as pres. since 1951. Dir. since 1949. Vice-pres. and Dir. of The Eagle-Picher Co. since 1953. Born Leominster, Mass., Aug. 19, 1894. Worcester Tech., M.I.T., B.S. Mech. Engrg. Entered automobile business in 1946 at Willoughby, O., with Ohio Rubber Co. as exec. vice-pres.

**SALTARELLI, G. C.,** sen. vice-pres. of Houdaille Industries, Inc. since 1955. Born Brooklyn, N. Y., 1912. Univ. of Buffalo, B.S., LL.B. degrees. Entered automobile business in 1941 at Buffalo with Houdaille-Hershey Corp. as attorney.

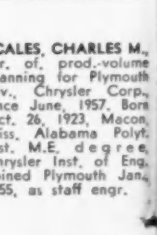
**SANDBERG, F. EMIL,** with Ford Div., Ford Motor Co., as exec. engr., truck product engrg. Born Sweden, July 14, 1898. Entered automobile business in 1925 at Highland Park, Mich., as machinist with Ford Motor Co.

**SARVIS, IVAN X.,** exec. asst. to gen. mgr. of Chevrolet Motor Div. in charge of dealer relations since 1956. Born Rose Hill, Iowa. Entered automobile business in 1926 at Los Angeles with Chevrolet as representative.

**SATTLER, HERMAN P.,** asst. gen. sales mgr. for comm'l. and truck operations of Chevrolet Motor Div. since 1956. Born Fort Thomas, Ky., Aug. 10, 1906. Entered automobile business as commercial body rep. for Chevrolet in Charleston, W. Va., in 1929.

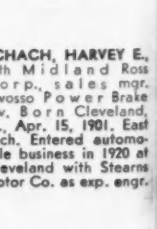
**SAUNDERS, M. A.,** central div. sales mgr. of American Motors Corp. since 1957. Graduate of Det. Inst. of Tech. Entered automobile business in 1938 as secy. treas. and gen. mgr. of Dormont Buick Co., Pittsburgh.

**SCALES, CHARLES M.,** dir. of prod.-volume planning for Plymouth Div., Chrysler Corp., since June, 1957. Born Oct. 26, 1923, Macon, Miss. Alabama Polyt. Inst. M.E. degree, Chrysler Inst. of Eng. Joined Plymouth Jan., 1955, as staff engr.



**SCALES, RICHARD K.,** with Ethyl Corp. as gen. mgr., Research Lab., Detroit, since 1954. Born Newark, N. J., Aug. 12, 1906. Cornell, Ch.B. degree. Entered automobile business in 1929 at Detroit with Ethyl Corp. as research chem.

**SCHACH, HARVEY E.,** with Midland Ross Corp., sales mgr. Owosso Power Brake Div. Born Cleveland, O., Apr. 15, 1901. East Tech. Entered automobile business in 1920 at Cleveland with Stearns Motor Co. as exp. engr.



**SCHAEFER, HARRY W.** mgr. of automotive dept. of John Bean Div., Food Machinery & Chemical Corp., since 1954. Born Davenport, Iowa, Dec. 15, 1915. Purdue Univ., B.S. degree. Entered automobile business in 1947 at South Bend as district sales mgr. of John Bean Div.

**SCHAEFER, JOHN H.,** with Ethyl Corp. as staff vice-pres. since 1957. Born Buffalo, N. Y., Feb. 19, 1902. Univ. of Del., B.S., Mass. Inst. of Tech., M.S. Entered Ethyl Corp. in 1926.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# AUTOMOTIVE NEWS FAMILY ALBUM

**SCHIPPER, J. EDWARD,** owner, Schipper Assoc. Born Baltimore, Md. Grad. Webb Inst. of Naval Arch. and Marine Eng., B.S. Entered automobile industry at Detroit in 1928 as engrg. editor, Automotive Industries.

**SEANOR, JOHN,** dir. of sales of Kent-Moore Organization, Inc., since 1955. Born Greensburgh, Pa., Jan. 11, 1913. Northwestern Univ. Entered automobile business in 1937 at Chicago as serv. rep. for Alemite Div. of Stewart-Warner Corp.

**SEEM, DONALD B.,** with Electric Auto-Lite Co. as vice-pres. and dir. of adv. since 1953. Born Starkey, N. Y., July 24, 1911. Univ. of Penn., A. B. Entered automobile business in 1947 at Toledo, O., with Electric Auto-Lite Co. as asst. adv. mgr.

**SEIDEL, ROBERT K.,** with American Motors Corp. as American Motors Parts Div. mgr., since 1954. Born Linton, Ind., Dec. 18, 1902. Indiana Univ. Entered automobile business in 1922 at Indianapolis, Ind., with Nash Motors Co. Dist. as serv. mgr.

**SEYFFER, CHARLES J.,** with Ford Division, Ford Motor Company, as mgr. dealer relations, since 1953. Entered automobile business in 1914 at New York with Ford Motor Company as district sales manager.

**SCHMAL, A. H.,** gen. sales mgr. of Long Mfg. Div., Borg-Warner Corp. since 1957. Born Dec. 17, 1899. Rutgers Univ., engrg. degree. Entered automobile business in 1932 as sales engr. with SKF Industries, Inc.

**SEATON, MORGAN J.,** sales prom. mgr., Oldsmobile Div. Joined GM in 1930 and Oldsmobile in 1933 in sales prom. dept. Born in Detroit, Apr. 22, 1909. Educated Detroit public schools.

**SEIBERLING, J. P.,** with Seiberling Rubber Co. as pres. since 1938. Chmn. of bd. since 1950. Born Akron, O., July 3, 1898. Princeton Univ., B.S. 1921; Univ. of Michigan Law Schl., LL.B. 1927. Entered automobile business in 1922 at Akron with Seiberling Rubber Co. as salesman.

**SETTLE, BEN B.,** with Chrysler Corp. Training Center as mgr. prod. serv. research. Born Bowling Green, Ky., Nov. 16, 1897. Entered automobile business in 1916 with Dodge Bros. as final road tester.

**SHANKLIN, RICHARD W.,** director of dealer enterprise of Chrysler Corp. since March, 1954. Born Frankfort, Ind. Indiana and Butler Univ. Entered automobile business 1931 with Chevrolet Div., General Motors.

**SCHMIDT, ERNEST R.,** spp. vice-pres., chge. of mfg. of Budd Co., Jan. 1, 1951. Exec. vice-pres. since Jan., 1955. Born Philadelphia, Pa., Nov. 12, 1895. Temple Univ. Entered automobile business in 1917 with Budd Co. as timekeeper.

**SCHMIDT, WILLIAM M.,** with Chrysler Corp. as exec. stylist since 1957. Born Detroit, Mich., Aug. 23, 1921. Wayne Univ. Entered automobile business in 1941 with Ford Motor Co.

**SCHOON, WARREN E.,** with Pontiac Motor Div., GMC, as adv. mgr. since Jan. 1, 1958. Born Ash Creek, Minn., Oct. 3, 1921. Joined Pontiac Motor Jan. 1, 1957.

**SCHUHLE, FRANK F.,** adv. mgr. of Miniature Lamp Dept., General Electric Co. Born Brooklyn, N. Y., Oct. 30, 1903. Lehigh Univ., B.S. degree. Entered automobile business in 1929 at Harrison, N. J., in sales prom. with Edison Lamp Works.

**SCHUMACHER, WILLIAM C.,** with International Harvester Co. as vice-pres., Motor Truck Div. since May, 1953. Born White Plains, N. Y., Feb. 27, 1898. Entered automobile business in 1917 at Jacksonville, Fla., with International Harvester Co.

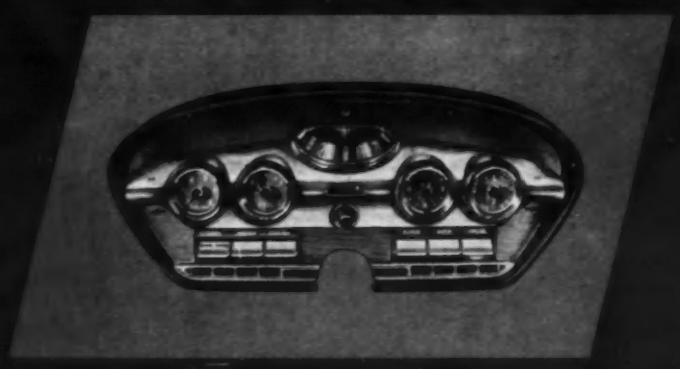
**SCOTT, WILL,** mgr. of prod. planning office, Ford Div., since 1956. Univ. of Mich., B.A., M.B.A. degrees. Entered automobile business in 1948 as financial analyst with Ford Motor

**SCULLY, FRANK P.,** with Scully Signal Co. as pres. since 1936. Born Boston, Mass., March 7, 1894. Mass. Inst. Tech., B.S., 1915. Entered automobile business in 1919 at Buffalo with Houdaille Co. as treas.


DISTINCTIVE

AUTOMOTIVE

INSTRUMENTATION



KS

KING-SEELEY CORPORATION

ANN ARBOR,

MICHIGAN

7955

# AUTOMOTIVE NEWS FAMILY ALBUM

**SHAW, EUGENE F.**, dir. of adm., group marketing, Chrysler Corp. Formerly asst. sales mgr.-organ., Dodge Div. Born New York, New York, July 5, 1910. Univ. of Detroit. Entered automobile business in 1933 as assembly line worker for Dodge.

**SHIRLEY, C. H.**, with United States Rubber Co. as advertising manager, tire division. Born Newark, N. J., on Sept. 9, 1909. Colgate Univ., A. B. Entered rubber business in 1944 at New York with U. S. Tires, U. S. Rubber Co., as adv. asst.

**SHUSTER, HENRY L.**, with Chrysler Corp. as midwestern area dir. of field operations—group marketing, since Nov. 1, 1956. Born July 3, 1918, in Philadelphia, Pa. Ursinus College. Joined Chrysler Corp. in 1947 as DeSoto dist. mgr. in Wilkes-Barre, Pa.

**SIVERTS, HANS M.**, gen. sales mgr. of Ramsey Corp., Service Div. Born North Dakota, 1918. Entered automobile business in 1936 at Bismarck, N. D., with Fleck Motor Sales.

**SKILLMAN, SYDNEY A.**, vice-pres. and gen. sales mgr. of Studebaker-Packard Corp. Elected to board of dir. in 1957. Entered automobile business in 1927 at Philadelphia in sales prom. at Studebaker Corp.

**SHIELDS, JOHN H.**, with Superior Coach Corp., Lima, O., as pres. since 1948. Born Cridersville. Entered automobile business in 1925 at Lima, O., with Superior Coach Corp. as time study mgr.

**SHUGG, RICHARD L., JR.** With Dodge as Sales Promotion Manager since June, 1956. Born Cincinnati, Ohio, March 15, 1922. Entered auto business in 1947 as special equipment engineer at the Dodge Truck Plant.

**SINGER, RUSSELL E.**, with American Automobile Assn. as exec. vice-pres. since 1936. Entered American Automobile Assn. in 1924 in Washington, D. C., as asst. secy.

**SJOBERG, ROY H.**, vice-pres., dir. of sales of Divco Truck Div., Divco-Wayne Works, Inc. Born Badger, Minn., Sept. 17, 1904. Univ. of Minn., B.S.E.E. degree. Entered automobile business in 1938 at Philadelphia and New York as sales engr. at A.C.F. Brill Motor Co.

**SKINNER, SHERROD E.**, vice-pres. GM Corp. since 1942, now in charge of the accessories div. group. Born in New Britain, Conn., in 1896. Rensselaer Poly. Inst. Mech. Eng. Entered automobile business in 1930 at Detroit, Mich., with General Motors Corp. as chief engr., Ternstedt div.


## No car has ever obsoleted the Weaver Twin Post Lift!

**1958 AGAIN PROVES WEAVER'S ABILITY to design lifts that do not become obsolete!**

1958 EDSEL is shown above raised on Model EC-102 Twin Post Lift.

## Performance in handling 1958 cars--as well as earlier models--proves

# WEAVER TWIN POST LIFT

## is the best "number-one" lift

IT WILL PAY YOU, in many ways, to standardize on the Weaver Twin Post Lift . . . This great *"ALL-PURPOSE"* lift makes your shop more profitable.

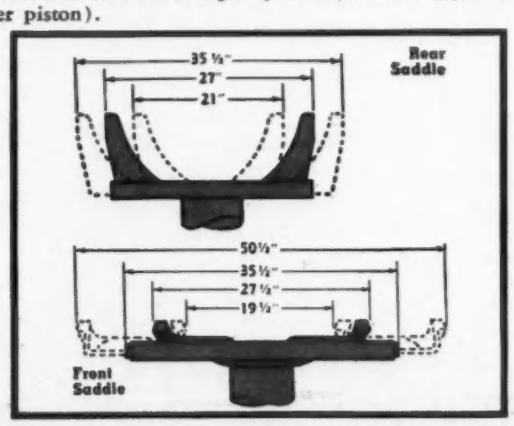
To you, as a buyer—and also from the standpoint of rendering profitable service—it should mean a lot to know that no new model car has ever obsoleted the Weaver Twin Post Lift . . . It handles 1958 models—or older models—long, medium or short wheelbase.

This great *all-purpose lift* is *rail-less,* and provides unobstructed chassis accessability—lifts cars at outer ends of lower control arms for completely relaxed front suspension and proper ball joint lubrication—the safe way to handle Air Suspension cars . . . Current model Weaver Twin Post Lifts, with standard adapters easily handle jobs that can *not* be raised safely on other make lifts.

WEAVER MODEL EC-102 is capable of handling various wheelbase lengths. An ideal combination is 76" minimum to 160" maximum—which permits lift to be the greatest possible profit making piece of equipment for all-purpose use.

MODEL EC-102 Air Operated Full Hydraulic Twin Post Lift has a capacity of 11,000 lbs. (5,500 lbs. per piston) @ 150 p.s.i. air pressure.

MODEL EC-103 Electrical-Oil Operated Full Hydraulic Twin Post Lift has a capacity of 16,000 lbs. (8,000 lbs. per piston).




ADJUSTABLE FRONT and REAR SADDLE ADAPTERS are standard on EC-102 and EC-103 Twin Post Lifts. Illustration above shows range of Adapter adjustment. Adjustable Rear Adapter and Saddle Assembly available for early model Twin Post Lifts.

FOR DETAILS—Ask for Bulletin AN-457.

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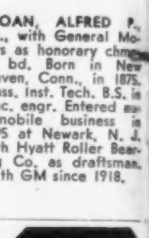
Complete line includes: Twin Post Lifts . . . Triple Post Lifts . . . Single Post Roll-on, Free-Wheel and Frame Type Lifts . . . Unit Lifts . . . Bumper Lift . . . Car Washers . . . Wheel Alignment Equipment . . . Headlight Testers . . . Brake Testers . . . Wheel Balancing Equipment . . . Jacks . . . Wheel Dollies . . . and Air Compressors.

**SLOAN, ALFRED P., JR.**, with General Motors as honorary chmn. of bd. Born in New Haven, Conn., in 1875. Mass. Inst. Tech. B.S. in elec. engr. Entered automobile business in 1895 at Newark, N. J. with Hyatt Roller Bearing Co. as draftsman. With GM since 1918.



**SMITH, CHARLES J.**, with Monroe Auto Equipment Co. as dir. vice-pres. in charge of engrg. since 1945. Born in Sharon, Pa., in 1908. General Motors Inst. of Tech. Entered automobile business in 1930 at Detroit with Packard Motor Car Co. as exp. mech.

**SMITH, CLARENCE A.**, sales mgr. of Detroit Transmission Div., General Motors Corp., since 1952. Born Alexandria, Ont., Sept. 3, 1898. Entered automobile business in 1923 at Detroit as asst. retail serv. mgr. with Oldsmobile Div.

**SMITH, D. NEVIN**, vice-pres., The Electric Storage Battery Co., Auto Div., Jordan Electric Products Div., Diversification. Born Red Lion, Pa., 1909. Lafayette College, B.S. degree. Entered automobile battery business in 1943 at Philadelphia with The Electric Storage Battery Co.

**SMITH, GUY C.**, with Brooke, Smith, French & Dorrance, Inc., as secy-treas., 1917-1958. Chmn. of the board since 1958. Born Fall River, Kans., Oct. 11, 1890. Univ. of Kansas. Entered automobile business in 1919 in Detroit.

**SMITH, J. THOMAS**, with Detroit Harvester Co. as pres. since 1951. Born Arapaho, Okla., Nov. 19, 1905. Stetson U., LL.B. Entered automobile business in 1947 at Detroit with Detroit Harvester Co. as vice-pres. & gen. counsel.

**SMITH, JAMES H.**, gen. mgr. of Central Foundry Div., General Motors Corp., since 1946. Born Jackson, Mich., March 26, 1896. Entered automobile business in 1915 at Flint as timekeeper with Buick Motor Div.

# AUTOMOTIVE NEWS FAMILY ALBUM

**SMITH, LLOYD B.**, president of A. O. Smith Corp. since 1951. Born Milwaukee, Wisc. Oct. 13, 1920. Yale Univ. Entered automobile business in 1942 at Milwaukee on special assignments, A. O. Smith Corp.

**SPENCER, GORDON Z.**, with Trico Products Corp. as sales-serv. mgr., replacement parts div. Born Buffalo, N.Y., Colgate Coll., A.B., Entered automobile business in 1928 at Buffalo, N. Y., with Trico Products Corp. as serv. mgr.

**SPICER, DONALD H.**, vice-pres. of Ferry Cap and Set Screw Co. since 1957. Born New York, N. Y., Apr. 30, 1907. Case Inst. of Tech., B.S., M.E. degrees. Entered automobile business in 1929 at Manville, N. J. as research engr. with Johns-Manville Corp.

**STALEY, KENNETH E.**, with Chevrolet Div. of GM Corp. as exec. asst. gen. sales mgr. since 1956. Born Western, Neb., Nov. 26, 1904. Univ. of Neb. Entered automobile business in 1926 as retail salesman and joined Chevrolet in 1929 as dis. rep. at Omaha office.

**STARR, BUEL E.**, with Pontiac Motor Div. as gen. mfg. mgr. since 1947. Born Aug. 5, 1899. Entered automobile business in 1927 with Pontiac.

**SMITH, M. H.**, gen. sales mgr., replacement sales of The Electric Auto-Lite Co., since 1955. Born Oxford, Neb. Sept. 23, 1912. Neb. Wesleyan Univ. Entered automobile business in 1935 with parts jobber; joined Auto-Lite as territory rep. in 1939.

**SPENCER, W. M.**, with Dodge as dir. of serv. since Apr., 1955. Joined Dodge as customer service rep. in 1935. Born Garland, Kans. Entered auto business in 1922 as mechanic for a Dodge dealer.

**STAHL, HAROLD E.**, sales mgr. of Rochester Products Div., General Motors Corp., since 1957. Born Dayton, O., Apr. 21, 1926. Miami Univ., B. S. degree. Entered automobile business in 1949 at Rochester as serv. engr. with Rochester Products Div.

**STANSBERRY, WARREN**, with Anzick Manufacturing Company as partner. Born West Fork, Arkansas, July 17, 1907. Entered automobile business in 1927 with Dodge Bros. With the Budd Company 1928-1948.

**STEADMAN, HARVEY S.**, pres. of Liquid Glaze, Inc., since 1947. Born Jacksonville, Ill. Univ. of Wis. Entered automobile business in 1926 at Lansing in tire and accesory business.

**SMITH, RANDALL D.**, pres. of the Firestone Industrial Products Co., Noblesville, Ind., since 1958. Born Feb. 13, 1908, Madison, Ill. Graduate of Univ. of Ill., B.S. in civil engrg. Entered the rubber business in Akron in 1929 with the Firestone Tire & Rubber Co.

**SNYDER, RAYMOND A.**, with Sealed Power Corp. as sales mgr., Original Equipt. Div., since 1948. Born Glenshaw, Pa., on Jan. 24, 1903. Entered automobile business in 1923 at Muskegon, Mich., with Sealed Power Corp. as production engineer.

**SOELCH, JOHN**, with Studebaker Corp. and Studebaker - Packard Corp. as dir. of purch. since 1949. Born South Bend, Ind., on Jan. 29, 1900. South Bend Business Coll. Entered automobile business in 1924 with Studebaker Corp.

**SOHNGEN, LOUIS C.**, with The Las-Stik Mfg. Co. as pres. Born Hamilton, Ohio, Jan. 12, 1894. Univ. of Pa. Founded present business in 1915.

**SOMERVILLE, R. C.** with Chrysler Corp. as asst. to vice-pres. for dealer rel. since 1956. Born Decatur, Ill., Aug. 31, 1896. Chrysler Conf. of Business Management and Alexander Hamilton Inst. Entered automobile business in 1913 at Detroit, Mich., with Hudson Motor Car Co. as stock clerk.

**SPATTA, GEORGE**, with Clark Equipment Co. as pres. since 1945. Born New York City. Entered automobile business in 1927 with Clark Equipment Co. as production engineer.

**SPEAKER, JOHN W.**, with J. W. Speaker Corp. as pres. founder and gen. mgr. since 1935. Born Vienna, Aus., June 25, 1903. Entered automobile business in 1935 at Milwaukee with J. W. Speaker Corp.


## CASE HISTORY ABC 115,186

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# AUTOMOTIVE NEWS FAMILY ALBUM

**STECKLING, ARNOLD W.**, chief engr. of Plymouth Div., Chrysler Corp., since Jan., 1957. Born Laurel, Nebr., Aug. 7, 1910. Univ. of Nebr. Joined Chrysler Corp. in 1936 as grad. student in Chrysler Institute of Engr.

**STELZL, HOWARD M.**, with Delco Radio Div., General Motors Corp., as dir. sales and engrg. since January, 1957. Born Dayton, Ohio, Feb. 14, 1911. Univ. of Dayton, B.S.E.E. degree. Entered automobile business in 1937 at Kokomo, Ind., with Delco Radio Div. as engr.

**STERN, ARTHUR W.**, with Acme Quality Paints, Inc., as gen. sales mgr. refinishing sales since 1948. Born Morrison, Wis., Oct. 5, 1898. Entered automotive business in 1927 at Detroit with Acme as asst. sales mgr.

**STEVENS, L. W.**, dir. of dealer development of American Motors Corp. since 1956. Born Chicago, Feb. 17, 1904. Bryant & Stratton Business Coll., Wichita Sales Training Coll. Entered automobile business in 1926 with National Bond and Investment Co.

**STEWART, L. E.**, Midwestern Div. sales mgr. of Nash Motors Div., American Motors Corp., since 1956. Born Macomb, Ill., Jan. 5, 1912. Univ. of Ill. Entered automobile business with Nash in 1946 as dist. mgr. in Chicago zone.

**STEDING, H. R.**, with Chrysler Corp. as exec. engr. - product programming since Jan. 1957. Born April 2, 1918, Kansas City, Mo. Univ. of Mich. Entered automotive business with the Chrysler Inst. of Engrg. in 1940., master's degree in auto engrg.

**STEPHENSON, J. O.**, pres. Stephenson Industries, Inc., formerly J. O. Stephenson Foundry & Manufacturing Co. Born Orleans, Ind., July 7, 1910. Purdue and Ind. Univ. Entered automobile business in 1937 at Detroit.

**STEVENS, BYRON F.**, Chmn. of the bd. of Hanson and Stevens, Inc., Chicago, Ill. Born in Chicago, Ill., March 26, 1903. Northwestern Univ., B.S. degree. Entered automotive advertising business in 1932 at Chicago with Van Auken, Ragland, Inc., as copywriter.

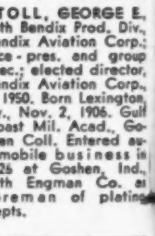
**STEVENSON, ROBERT**, chief engr.-prod. engrg. office, engine and foundry, Ford Motor Co., since 1957. Born Belfast, Ireland, Aug. 27, 1914. Entered automobile business in 1934 as draftsman - designer with Ford Motor Co.

**STODDARD, HARRY G.**, with Wyman - Gordon Co. as chairman of the board since 1955. Entered automobile business in 1911 at Worcester, with Wyman - Gordon Co. as vice - pres. and gen. sales mgr.

**STODDARD, ROBERT W.**, pres. of Wyman-Gordon Co. since 1955. Born Trenton, N. J. Jan. 22, 1906. Yale, PhB degree, Worcester Polytechnic Institute, hon. Dr. eng. Entered automobile business in 1929 at Worcester as lab. asst. at Wyman-Gordon Co.

**STOESSEL, RUDOLPH R.**, with Coachcraft Sales Corp. as president since 1952; with Coachcraft, Ltd. as secretary - treasurer since 1940, pres. in 1957. Born Germany, Apr. 17, 1907. Master Craftsman, Germany, 1922. Entered automobile business in 1922 in Germany with Auer Karvesorie as woodworker.

**STOLL, GEORGE E.**, with Bendix Prod. Div., Bendix Aviation Corp.; vice - pres. and group exec.; elected director, Bendix Aviation Corp., in 1950. Born Lexington, Ky., Nov. 2, 1906. Gulf Coast Mil. Acad., Goshen Coll. Entered automobile business in 1926 at Goshen, Ind., with Engman Co. as foreman of plating depts.



**STONER, SETH H.**, gen. mgr. of New Departure Div., General Motors Corp., since July, 1957. Born Decatur, Ill., June 13, 1907. Purdue Univ., M.E. degree. Entered automobile business in 1929 as junior engr. with GM Research Laboratories Div.

**STOVER, G. H.**, with Dodge as mfg. mgr.-Car Operations since July, 1956. Joined Dodge in 1945 as adm. asst. to the prod. sup. Born Aug. 27, 1909, South Bend, Ind. Entered auto business in 1932 in Planning Dept., Chrysler Div.

**STRADELLA, CHARLES G.**, with General Motors Acceptance Corp. as pres. since 1954. Born North Tonawanda, N. Y., Jan. 29, 1898. Yale Univ., A.B. degree. Entered automobile business in 1919 at New York with General Motors Acceptance Corp.

**STRANAHAN, R. A. SR.**, chmn of the bd. of Champion Spark Plug Co., since 1954. Founder and Pres. 1910-1954. Born Buffalo, N. Y., July 7, 1886. Harvard, A.B., 1908.

*Barrett Simplifies*

**PRECISION SHOE FITTING**

**BRAKE DOKTERS and RADIUS GRINDERS are NOW PRESET for Correct Shoe to Drum Fit**

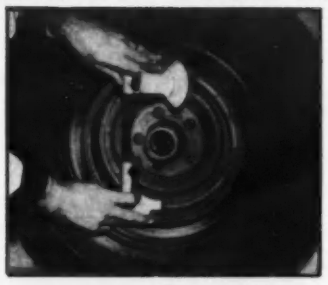
**A FAST... PRECISION PROCESS**

the DRUM DOKTER and BRAKE DOKTER or Bench RADIUS GRINDER —a Must for fast... easy to do ...High Profit... Precision Brake Work

**1. MACHINE DRUMS**

B-300-UP DRUM Dokter

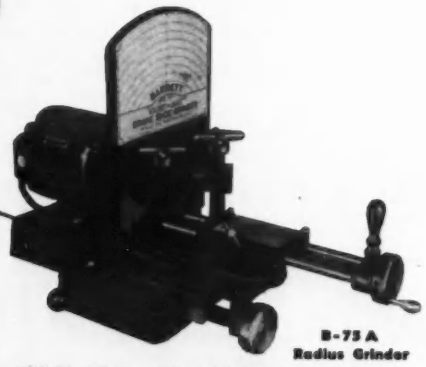
**2. MEASURE DRUM SIZE**



B-240-1 Drum-Check-R

**3. SET GRINDER DRUM SIZE AND GRIND SHOES**

B-105C Brake Dokter



B-75 A Radius Grinder

**YOUR PROFIT POTENTIAL**

Each of your customers spend approximately $25.21 per year for Brake Service.

Multiply the customers you claim by $25.21— this is your potential on Brake Service—

RESULTS: UP to 92% Gross Profit on Drum Machining alone

**RESULTS—**

***SHOES ARE SIZED FOR CORRECT FIT TO DRUM!***

**BARRETT EQUIPMENT CO. · 2101 Cass Ave. · St. Louis 6, Mo.**

# AUTOMOTIVE NEWS FAMILY ALBUM

**STRANAHAN, ROBERT A., JR.,** pres. of Champion Spark Plug Co., since 1954. Born Toledo, O., Jan. 16, 1915. Entered automobile business in 1935 at Toledo with Champion Spark Plug Co.

**SWAIN, ROBERT O.,** with International Road Federation as exec. dir. since 1948. Born Clinton, Conn. Entered highway transportation field in 1933 with the Texas Highway Dept.

**TARGETT, G. RUSSELL,** exec. vice-pres. of Muskegon Piston Ring Co. since Dec., 1957. Vice-pres. and treas. since 1956. Born in Indiana, 1903, Bowling Green Bus. Univ. Entered automobile business in 1923 as acct. with Studebaker Corp.

**TAYLOR, ELLIOTT,** with Pacific Finance Corp. as vice-president and assistant to the president since March, 1954. Born Chicago, Ill., Aug. 8, 1912. Harvard A.B. Entered automobile business in 1934 in Boston, Mass., with International Harvester Co. (Truck Div.) as advertising man.

**TAYLOR, HAROLD M.,** with Firestone Tire & Rubber Co. as vice-pres., mrrs. sales since Jan. 1953. Born Denver, Colo., 1895. Public, business college. Entered automobile business in 1915 at Detroit.

**STRICKLAND, RUSSELL S.,** vice-pres. of sales and mktg. of Federal-Mogul-Bower Bearings, Inc. Born Detroit, Mich., 1917. Univ. of Mich. Entered automobile business in 1939 with Bower Roller Bearing Co.

**SWAN, HARRY L.,** adv. mgr. — Mercury, M-E-L Div., Ford Motor Co., since Feb., 1957. Born Detroit, Mich. Univ. of Mich. grad. Entered automobile business in 1939 at Detroit as copy writer with Campbell-Ewald Co.

**TAYLOR, DONALD F.,** gen. mfg. mgr. of Buick Motor Div. since Aug., 1957. Born Flint, Mich., Apr. 5, 1912. GM Institute. Entered automobile business in 1935 at Flint in the Buick inspection dept.

**TAYLOR, HANLEY,** Partner, Carlife Guaranty Co., pres. Taylors' Motor Sales, Inc. Born Detroit, Mich., Oct. 31, 1909. Univ. of Detroit. Entered automobile business in 1930 at Detroit as vice-pres. of G. M. Taylor, Inc.

**TAYLOR, REESE H.,** with Union Oil Co. of Calif. as chmn. of the board since 1956. Born Los Angeles, Calif., July 6, 1900. Public schools, Cornell Univ., Univ. of Calif. Entered steel business in 1922 with Llewellyn Iron Works.

**STRICKLAND, SILAS A.,** with Bower Roller Bearing Co. as pres., 1932-1955, vice-chairman of the board of Federal-Mogul-Bower Bearings, Inc. since 1955. Born New Haven, Conn. Entered automobile business in 1910 in Detroit with Packard as engineer

**STRNAD, JAMES J.,** with Lempco Products, Inc. as president since July, 1953. Born 1925. Massachusetts Institute of Technology, B.S.E. degree. University School. Entered automobile business in 1946 at Bedford, Ohio, with Lempco Products, Inc. as chief engineer.

**STROUSE, NORMAN H.,** pres. of J. Walter Thompson Co. since 1955. Born Olympia, Wash., Nov. 4, 1906. Entered automobile business in 1945 at Detroit with J. Walter Thompson Co. as account rep.

**SULLIVAN, RAY H.,** with Ford Motor Co. as group vice-pres. Born Stonington, Conn. Brooklyn Polytechnic Inst. Entered automobile business in 1923 with Ternstedt as consulting engr.

**SUSLAVICH, FRANK J.,** southern area dir. group marketing organ, Chrysler Corp., since 1957. Born Hudson, Mass., 1916. Joined Chrysler Corp. in 1957.

**SUTHERLEN, V. H.,** gen. sales mgr. of Oldsmobile Div. since 1956. Born Fullerton, Calif., Oct. 2, 1914. Univ. of Calif. Entered automobile business in 1936 at Los Angeles with Oldsmobile Div.

**SUTTER, FREDERICK M.,** pres. of National Automobile Dealers Assoc., 1957; pres. F. M. Sutter, Inc. Born Pittsburgh, Penn., June 24, 1897. Univ. of Mich., A.B. degree. Entered automobile business in 1920 at Detroit in sales distr. dept. of Dodge Bros.


## It's Like a Salesman in Your Showroom and Another in Your Shop

## KENDALL SUPERB* BUILDS LUBRICATION AND SERVICE VOLUME PLUS REPEAT CAR SALES

**KENDALL SUPERB**
**ALL-WEATHER SAE 10W-30**

- **Prevents combustion chamber deposits**
- **Eliminates hydraulic valve lifter failure**
- **Minimizes mechanical and corrosive wear**
- **Protects bearings under all conditions**
- **Improves gasoline mileage**
- **Reduces oil consumption**
- **Keeps engine free from varnish and sludge deposits**

Car dealer experience proves that Kendall SuperB Motor Oil completely satisfies the special lubrication needs of modern engine design. By assuring new engine performance for thousands of miles, it builds invaluable owner loyalty. You profit in three ways. More regular lubrication customers. More opportunity to increase your service volume. More chance of repeat car sales based on owner satisfaction with the make you sell.

**Refined from 100% Bradford Pennsylvania Crude Oil, world's richest, with nature's miracle molecule at its best. Patent applied for.*

**KENDALL REFINING COMPANY • BRADFORD, PENNA.**

*Lubrication Specialists since 1881*

# AUTOMOTIVE NEWS FAMILY ALBUM

**TAYLOR, SYDNEY W.,** vice-president in chge. of engineering, Willys Motors, Inc., since 1954. Vice-pres. and chief engr. Willys-Overland Export Corp., 1957. Born Batumi, Russia, 1906. Entered automobile business in 1947 as general manager of the Kaiser-Frazer Dowagiac Foundry Division.

**TEETOR, DON H.,** with Perfect Circle as chmn. of the board. Born Hagerstown, Ind., 1903. Pomona Coll., Univ. of Illinois, A.B. degree. Entered automobile business in 1926 at Hagerstown with Perfect Circle in inventory dept.

**TEETOR, LOTHAIR,** with Perfect Circle as chmn. of board 1946-1957. Dir. since 1957. Asst. Secy. of Commerce Domestic Affairs Oct. 6, 1953 to Nov. 25, 1955. Born Hagerstown, Ind., 1897. Pomona Coll., Univ. of Wisconsin, Phi Delta Theta fraternity. Entered automobile parts business in 1920 at Hagerstown with present company.

**TELFORD, ROBERT J.,** vice-president and gen. manager of Fruehauf Trailer Co. of Canada, Ltd., since 1955. Born Belfast, Ireland, June 29, 1902. High school. Entered automobile business in 1921 with General Motors at Oshawa as export insp.

**THOMAS, DAVID O.,** with Bendix - Westinghouse Auto Air Brake Co. as president 1942-1957; chmn. of the board since 1957. Born Johnston, Pa., Nov. 22, 1882. High school. Entered automobile business in 1909 at Sharon, Pa., with Driggs-Seabury Ordnance Corp. as shop clerk.

**TEETOR, DANIEL C.,** with Perfect Circle since 1928. Vice-pres. since 1943. Born Indianapolis, Ind., 1884. Entered automobile business in 1903 with Marion Motor Car Co. as car tester, contest driver and traveling trouble-shooter.

**TEETOR, HERMAN C.,** with Perfect Circle as vice-pres. since 1957. Born Hagerstown, Ind., 1905. High school. Univ. of Illinois, A.B. Entered automobile business in 1927 with Perfect Circle, handling special assignments in sales.

**TEETOR, RALPH R.,** with Perfect Circle as pres. 1946-1957. Dir. since 1957. Born Hagerstown, Ind., Aug. 17, 1890. Univ. of Pa., B.S. in M.E., M.E. Entered automobile business in 1913 in Hagerstown, Ind., with Light Inspection Car Co. as mfr. of engines and piston rings.

**TERRY, M. B.** Pres., American Brakeblok Div., American Brake Shoe Co. dir. Dominion Brake Shoe Co., Ltd., Societe Anonyme Fadil, Brake Shoe de Mexico, S. A. Born Brooklyn, N. Y. Nov. 20, 1905. Entered automotive parts business, New York City, 1926.

**THOMAS, EDWIN J.,** with Goodyear Tire 1916, president since 1940, and chief executive officer, 1956. Born Akron, O., Apr. 27, 1899. Akron University.

**THOMAS, JOSEPH,** with The Firestone Tire & Rubber Co. as vice-pres. since 1958 and secy. and gen. counsel since 1947. Born in Akron, O., Jan. 29, 1893. Univ. of Akron, Ph.B. degree, and Ohio State Univ. Law School, LL.B. Entered rubber business in Akron in 1943 with The Firestone Tire & Rubber Co.

**THOMAS, ROBERT M.,** with Perfect Circle as sales staff consultant since 1957. Born Pittsburgh, Pa., 1899. Cornell Univ. and Carnegie Inst. of Technology. Entered automobile business in 1932 in Hagerstown, Ind., with Perfect Circle as secy. and gen. mgr. of Perfect Circle Co., Ltd.

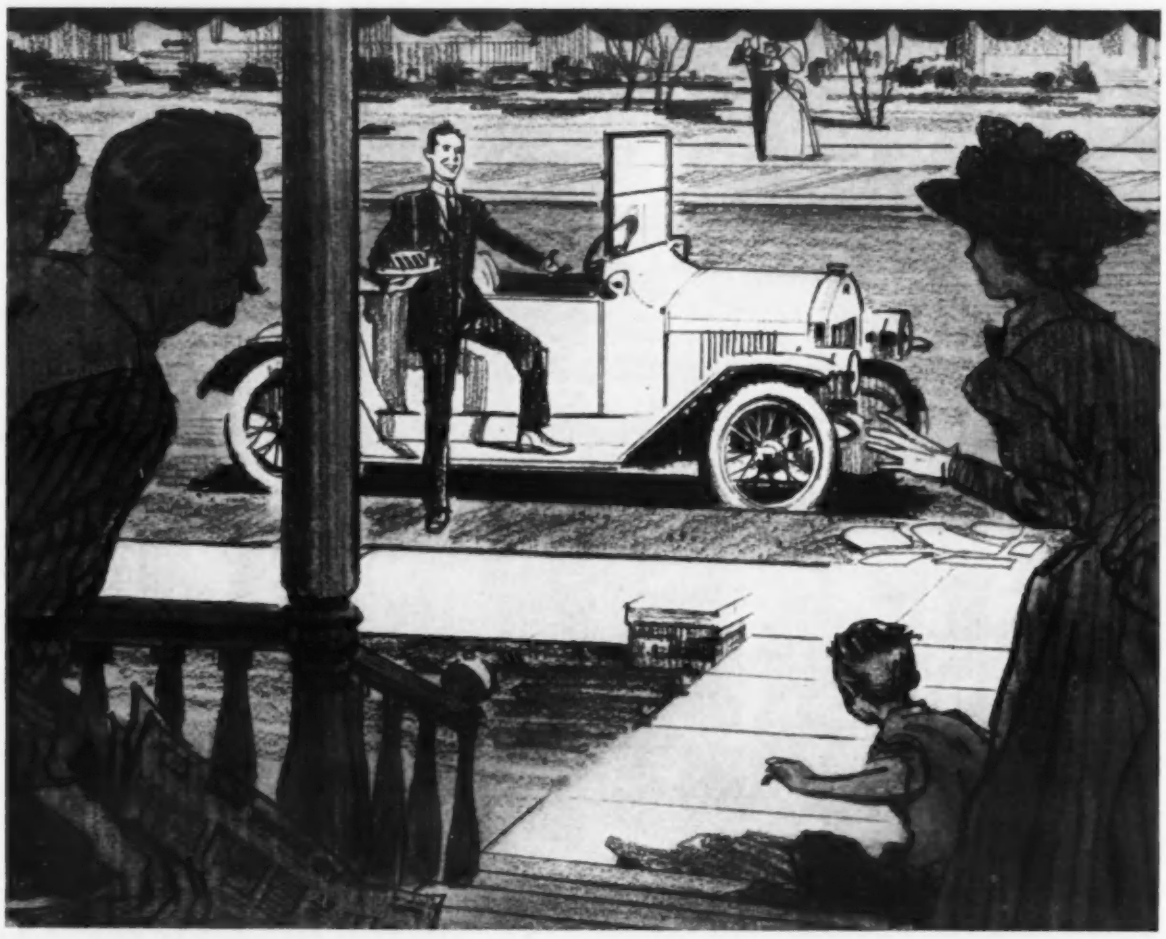
**THOMPSON, IRVINE W.,** asst. gen. sales mgr. of Chevrolet Div. parts and acces., merchandising and warehousing. Born Baltimore Md., May 29, 1899. One year college. Entered automobile business in 1919 in Baltimore, Md., with Chevrolet Motor Div. as mechanic.

**THOMPSON, ROSS E.,** asst. sales mgr. of Pontiac Motor Div. since 1955. Born Ashland, Neb., July 15, 1908. Entered automobile business in 1930 with General Motors Corp.

**THOMSON, A. C.,** with Dodge as adv. mgr. since April, 1956. Joined Dodge in July, 1955 as Co-op Advertising Manager. Born July 13, 1925, Cadillac, Mich. Entered auto business in 1950 as Asst. Media Sup. with Kenyon and Eckhardt, Inc.

**THORESON, W. H.,** dir. of automotive export of American Motors Corp. since 1956. Born in Norway, June 23, 1900. General Motors Institute in Norway and New York University. Entered automobile business in 1919 in Norway with Buick Motor Div.

**THOURLBY, W. H.,** vice-president of sales of Standard Products Co. Born 1896. Entered automobile business in 1939 as Washington representative of Stand-Products Company.




## 165 Million Cars and Trucks Later . . .
## EATON still Contributes to Pride of Possession!

Since the days of brass headlamps and patent leather dashboards, car owners have taken pride in the performance and distinctive appearance of their vehicles. Through the years — since 1911, in fact — Eaton, as a supplier of precision-made parts and assemblies, has contributed to this pride of ownership.

Eaton's roster of regular customers includes virtually every builder of motor cars, motor trucks, tractors, and engines. Working closely with these automotive manufacturers, Eaton has cooperated in the development of numerous products and processes which have made substantial contributions to safety, dependability, comfort, and appearance.

Today, forward-thinking Eaton engineers and technicians are continually engaged in research and development that will mean even more significant advancements in the motor vehicles of tomorrow!

*EATON PRODUCTS:* Engine Valves • Hydraulic Valve Lifters • Tappets • Valve Seat Inserts • Jet Engine Parts • Hydraulic Pumps • Motor Truck Axles • Axle Shafts • Powdered Metal Parts • Permanent Mold Gray Iron Castings • Heater-Defroster Units • Stampings • Automotive Air Conditioning Systems • Fastening Devices • Cold Drawn Steel • Spring Lock Washers • Gears • Leaf and Coil Springs • Forgings • Dynamatic Drives and Brakes • Eddy-Current Dynamometers

**EATON MANUFACTURING COMPANY**
GENERAL OFFICES: CLEVELAND, OHIO

EATON *plants* / CLEVELAND MASSILLON MARION DETROIT SAGINAW VASSAR BATTLE CREEK MARSHALL LAWTON COLDWATER LACKAWANNA KENOSHA RICHMOND, INDIANA LONDON, ONTARIO, CANADA

# AUTOMOTIVE NEWS FAMILY ALBUM

**TILLINGHAST, C. M.,** gen. parts and serv. mgr. of American Motors Corp., since 1955. Born Fayetteville, N. C. Sept. 14, 1914. Entered automobile business in 1934 as parts mgr. of M & O Chevrolet Co., Fayetteville, N. C.

**TOOKER, JOHN C.,** with Reo Div., The White Motor Co., as gen. mgr. since June, 1957. Pres. of Reo Motors, Inc., 1955-1957. Born in Detroit Mich., July 8, 1906. Mich. St. Coll. Entered automobile business in 1924 at Lansing, Mich., with Reo Motors, Inc., in factory.

**TRAINER, J. E.,** with The Firestone Tire & Rubber Company as Executive vice-president since Jan., 1954. Born in New York City September 16, 1895. Graduated from Pratt Institute, Electrical Engineering. Entered rubber business in 1939 at Akron, Ohio, with The Firestone Tire & Rubber Company.

**TRIANTAFILLU, HARRY, D.,** H. D. T. Company Factors, Inc., pres. since 1948 (owner since 1927). Born in Greece, Feb. 10, 1895. Theological college. Entered automobile business in 1927 at White Plains, N. Y. with own company to mfr. Blue Coral.

**TROENDLY, HARRY P.,** group vice-pres. of Borg-Warner Corp., pres. of Spring Div. Born McCook, Neb., Sept. 21, 1897. Univ. of Neb., B.S. of M.E. Entered automobile business in 1923 at Chicago, Ill., with William D. Gibson Co. as research engr.

**TIMPY, JACK J.,** vice-pres. of American Motors Corp. since 1954. Born Ludington, Mich., Jan. 4, 1897. LaSalle Extension Univ. Joined Kelvinator Corp. in 1922 in accounting dept. Named comptroller in 1922.

**TRACY, A. E.** Eastern Div. sales manager of American Motors Corp., since 1956. Born Natick, Mass. June 25, 1913. Bryant - Stratton Business College, Boston. Entered automobile industry in 1931 as retail car salesman.

**TRESE, R. H.,** with Timken-Detroit Axle Div. since 1918 and as vice-pres. since 1940. Entered automobile business in 1916 at Jackson, Mich., with Jackson Automobile Co. in sales and adv. dept.

**TRICHEL, G. W.,** with Chrysler Corp. as pres. of Amplex div. since May, 1956. Born Sept. 10, 1898, Trichel, La. Mass. Inst. of Tech., Univ. of Calif. Entered automotive business with Chrysler in 1946 as special advisor on defense contracts.

**TROUT, CHARLES W.,** with Henney Motor Co., Inc. as vice-pres. and dir. of sales since 1943. Born White Oak, Pa., Oct. 16, 1900. Syracuse Univ. B. S. degree. Entered automobile business in 1943 at Canastota, N. Y., with Oneida Ltd., School Bus Sales Div., as dir. of sales.

**TISCORNIA, JAMES W.,** with Auto Specialties Mfg. Co. as president and general mgr. since 1908. Born San Andreas, Calif., Nov. 16, 1885. Entered automobile business in 1908 at Chicago with Auto Specialties Mfg. Co. as co-founder.

**TISCORNIA, WALDO V.,** with Auto Specialties Mfg. Co. as exec. vice-pres. and asst. gen. mgr. since 1917. Born San Andraes, Calif., March 25, 1892. Entered automobile business in 1917 at St. Joseph, Mich., with Auto Specialties Mfg. Co. as asst. gen. mgr.

**TOBIN, P. E.,** vice-pres. of sales of White Motor Co. since 1956. Born Middletown, Ohio, 1903. Indiana Univ., B. A. degree. Entered automobile business in 1927 as wholesale salesman for Goodrich Tire & Rubber Co.

**TODGHAM, RON W.,** with Chrysler Corp. as pres. of Canada, Ltd., since July, 1956. Born in Toronto, Ont., 1910. B.A., Univ. of Mich. Entered automotive field as member of Dodge-DeSoto sales div.

**TOMLINSON, EMMETT F.,** with The B. F. Goodrich Tire Co., a div. of The B. F. Goodrich Co., as pres. since 1956. Born Newark, O., March 14, 1906. Ohio State Univ. Entered automobile business in 1927 at Akron with The B. F. Goodrich Co. as salesman.

**TOMLINSON, W. L.,** with Pittsburgh Plate Glass Co. as manager automotive glass sales since 1949. Born Oakmont Pennsylvania, Sept. 17, 1907. Carnegie Institute of Technology. Entered automobile business in 1928 with Pittsburgh Plate Glass Company.

**TOMPKINS, S. J.,** chief engr.—truck operations of Dodge Div., Chrysler Corp., since Dec., 1955. Born Ravena, N. Y., Oct. 23, 1914. Entered automobile business in 1937 as student engr. for Chrysler Corp.


## Let's talk dump trucks ...and how to sell them!

HEIL Quality PRODUCTS

**What to consider**

The kind of truck you sell is important from the standpoint of cost, maintenance, and operating efficiency. Just as important is the special equipment to convert your truck into a dump unit.

**Why Heil?**

When a company remains a leading manufacturer of truck dump bodies and hoists for over 50 years, there must be good reasons. Let's look at a few of them . . .

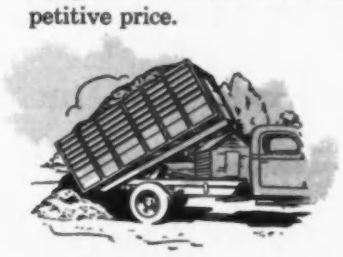
Heil designs and builds hydraulic hoists and dump bodies to meet widely varying conditions to which such equipment is subjected—to make them all the same just doesn't make sense . . . so we don't do it that way.

Every piece of Heil equipment is "job-engineered" by top hydraulic engineers and body specialists. Every unit is carefully designed to deliver the utmost in simplicity, efficiency and durability—with the emphasis in each model on *balanced strength*.

**Here's what's back of balanced strength**

Our Engineering Department has standing instructions to design every unit to do the job without skimping on any component part. Every Heil design engineer and purchasing agent is expected to design or purchase the right piece at reasonable cost, rather than the cheapest that will get by. That results in these operating policies:

1. Heil equipment is designed to do the job just a little better, a little longer, with less cost under all conditions.
2. While it costs more to build to these standards, Heil is able to pare costs by efficient manufacturing techniques and mass production and to offer its equipment at a fair and competitive price.



Design isn't the whole story, of course. Modern production techniques in the three big Heil plants—in Milwaukee and Hillside, New Jersey—are reflected in the way Heil truck equipment is made. The Heil factories and the men who operate them are dedicated to maintaining the high standards of precision and uniform dependability that give you Heil Quality Products.

**Look to your Heil distributor**

Your Heil distributor has selected the Heil line because he *knows* these facts about our quality. On

our part, we *know* he is qualified to help you figure the right body and hoist for any truck chassis. You can depend on Heil to give the truck user the best money-making package he can buy. Call him on *every* dump unit quotation.

THE HEIL CO. MILWAUKEE 1, WISCONSIN

DUMP BODIES and HOISTS

# AUTOMOTIVE NEWS FAMILY ALBUM

**TRUXELL, CLYDE W.,** gen. mgr. of Detroit Diesel Engine Div., General Motors Corp., since 1956. Born Detroit, Mich., Oct. 8, 1905. B.S.M.E. degree. Entered automobile business in 1929 at Detroit as diesel engr. with Holley Carburetor Co.

**TYNAN, THOMAS G.,** sales mgr., proprietary brands, Exide, Willard, Grant, The Electric Storage Battery Co. Born New York, N. Y. Feb. 8, 1897. Cooper Union, E. E. degree. Entered automobile business in 1920 at New York with The Electric Storage Battery Co.

**ULMER, TED,** vice-pres. in charge of sales and advertising of The AP Parts Corp. since 1954. Born Toledo, O., Sept. 24, 1915. Univ. of Toledo, BBA degree. Entered automobile business in 1937 at Toledo as a salesman.

**UMSTATTD, WILLIAM E.,** pres. of Timken Roller Bearing Co. since 1934. Born Bristol, Tenn., 1894. Entered automobile business in 1919 at Canton with the Timken Roller Bearing Co.

**UTLEY, ROY W.,** with DeSoto Div. of Chrysler Corp. as dir. of service since 1944. Born Raleigh, N. C., 1894. High school. Entered automobile business in 1914 in North Carolina with C. A. Payne as mech.

**TWELLS, ROBERT,** vice pres. and group exec. in chg. of Spark Plug Div. of The Electric Auto-Lite Co., since 1948. Born Independence, O. Univ. of Illinois, B.S. in ceramic engineering. Entered automobile business in 1921; joined Auto-Lite in 1935 to manage spark plug plant in Fostoria, O.

**ULLMAN, WILLIAM,** with Automotive News as Washington editor since 1933. Born St. Joseph, Mo., Oct. 30, 1882. Portland, Ore., Univ. Entered automobile business in 1912 at Washington, D. C., with The Washington Herald as automobile editor.

**ULRICH, WILLIAM J.,** vice-pres. of The Carborundum Co. and dir. of Detroit Gasket and Mfg. Co. Born Jan. 11, 1893. Entered automobile business as supplier in 1918.

**URBAN, FRANK M.,** with United States Rubber Co. as sales mgr., automotive sales, Mechanical Goods Div. Born Chicago, Ill., Dec. 9, 1902. Northwestern Univ. Entered rubber business in 1929 at Chicago with U. S. Rubber as salesman.

**VALK, ROBERT E.,** vice-pres. and group exec. in charge of the Wire and Cable, Foundry, Plastics and Instruments and Gauge Divs. of The Electric Auto-Lite Co. Born Muskegon, Mich., Aug. 21, 1914. Univ. of Mich. Entered automotive industry 1956 as adm. asst. to Auto-Lite vice-pres. in chg. of prod.

**VALODE, ROBERT E.,** vice-pres. and gen. mgr. of Renault, Inc. Born Paris, France, Nov. 20, 1913.

**VALPEY, F. RUSS,** with Standard Products Co. senior vice-pres. since 1940. Born in Detroit, 1889. High school. Entered automobile business in 1914 at New York with Willys-Overland Co. as factory rep.

**VAN BENSCHOTEN, JOHN,** with John Van Benschoten, Inc., as pres. since 1900. Born Lagrangeville, N. Y. in 1870. Eastman Coll. Entered automobile business in 1900 at Poughkeepsie, N. Y. with John Van Benschoten, Inc.

**VanDERZEE, NORMAN K.,** gen. sales mgr., Edsel, M-E-L Div., Ford Motor Co., since 1957. Born Jersey City, N. J., June 29, 1891. Entered automobile business in 1916 in New York with Chevrolet Motor Co.

**VAN TASSEL, JOHN B.,** with Automotive News as Dealer Business columnist since 1946. Born in Niagara Falls, N. Y. Entered automobile business in 1926 at Detroit with Packard Motor Car Co. as field analyst.

**VILA, GEORGE R.,** vice-pres. U. S. Rubber Co. Born Philadelphia, Pa., 1909. Wesleyan Univ., Mass. Inst. of Technology, M.S. degree. Entered rubber business in 1936 with U. S. Rubber Co.

**VON ROSEN, JOHN,** with Chrysler Corp. as dir. of mfg. engrg. since 1957. Born Jan. 12, 1910, Chicago, Ill. Univ. of Detroit, Univ. of Mich. Entered automotive field in 1931 as body draftsman for Briggs Mfg. Co.


**Beautifully styled for *Modern* car interiors . . .**

**vinyl upholstery materials by *Masland***

**Bright new colors and patterns for**

- Door Paneling
- Dash Panels
- Seat Panels
- Head Lining
- Bolsters

Colorful, durable easy to clean plastic goes hand-in-hand with overall body styling and underhood power in creating sales of new cars. Masland offers these materials in a variety of types for decorative harmony with modern car colors—and for strength, shock-resistance, comfort and scuff resistance where these features count most. Many distinctive effects, including the new "textured" look.

UPHOLSTERED WITH Masland Duran® VINYL PLASTIC

THE MASLAND DURALEATHER COMPANY • AMBER & WILLARD STREETS • PHILADELPHIA 34, PA.

# AUTOMOTIVE NEWS FAMILY ALBUM

**WADE, AUGUSTUS S.,** gen. sales mgr. of the Original Equip. Div. (Fort Wayne) of The Weatherhead Co. since 1955. Born Cleveland, Ohio, 1904. LaFayette College. Entered automobile business in 1929 at Cleveland in the production dept. of The Weatherhead Co.

**WALLACE, ROBERT C.,** with Diamond T Motor Car Co. since 1947; as vice-pres. since 1956. Born Chicago, Ill., June 8, 1903. Lake Forest Acad. and Mass. Inst. of Tech. Entered automobile business in 1927 at Indianapolis, Ind., with Stutz Motor Car Co. in serv. dept.

**WANGERS, JAMES,** sales prom. mgr., Plymouth Div., Chrysler Corp., since Nov., 1956. Born Chicago, Ill., June 26, 1926. Associated with Esquire Mag. and Chicago Daily News in promotional capacities prior to joining Chrysler Corp. in 1955 with Dodge sales prom.

**WARNER, JOHN A. C.,** with Society of Automotive Engineers, Inc., as secy. and gen. mgr. since 1930. Born Putnam, Conn., July 12, 1893. Worcester Polytechnic Inst., B.S. and Hon. Dr. Engr. in Mech. Sigma Xi Tau Beta Pi. Entered automobile industry in 1917 with U. S. Bureau of Standards as lab. research asst.

**WATERFALL, THORNTON E.,** with MoPar Parts Div., Chrysler Corp. as pres. since 1954. Born Detroit March 2, 1904. Univ. of Mich., B.A. degree. Entered automobile business in 1926 at Springfield, O., as pres. of own (Dodge) dealership.

**WAGSTAFF, JAMES B.,** with DeSoto Div. of Chrysler Corp. as vice-pres. in chge. of sales since 1946. Born Ethridge, Tenn., June 4, 1896. Georgetown Univ. Law Sch., LL.B. degree. Entered automobile business in 1915 at Washington, D. C., with Harper-Overland Co. as parts clerk.

**WALWORTH, WM. M.,** with Reo Div., The White Motor Co., as dir. of engrg. since June, 1957. Born Lawrence, Mass., March 19, 1904. Mass. Inst. of Tech., B.E. Entered automobile business in 1927 at Lansing, Mich., with Reo Motor Car Co. as lab. engr.

**WARD, EARL G.,** vice-pres. of purchasing, Ford Motor Co., since May, 1957. Born Arlington, Ill. Entered automobile business in 1948 at Dearborn, Mich., with Ford Div.

**WARREN, KENNETH W.,** with Federal Mogul Div. Federal-Mogul-Bower Bearings, Inc. Born Newark, N. J., June 13, 1902. Stevens Inst. of Tech., M.E. Entered automobile business in 1926 at Detroit, Mich., with Continental Motors Corp. as engr.

**WATSON, C. FRED,** with Studebaker-Packard Corp. as merch. supervisor. Born Muskegon, Mich. Univ. of Mich., A.B. and Bus. Adm. Entered automobile business in 1910 at Muskegon, Mich., with Continental Motors as cost acct.

**WALBERT, DAVID E.,** vice-pres. of Midland-Ross Corp. since 1956. Born Allentown, Pa., 1909. Lehigh Univ., B.S. in E.E. degree. Entered automobile business in 1953 at Detroit as asst. div. mgr. of Murray Corp. of America.

**WALKER, EDWIN H.,** pres. of General Motors of Canada, Ltd., since 1957. Born Hamilton, Ont., April 27, 1909. G.M. Institute, B.I.E. degree. Entered automobile business in 1929 with McKinnon Industries.

**WALKER, GEORGE W.,** vice-pres. and director of styling, Ford Motor Co., since May, 1955. Born Chicago, Ill., May 22, 1896. Sch. of Art; Otis Inst. of Los Angeles; John Huntington Poly. sch. Entered automobile business in 1929 at Detroit, Mich., as industrial designer.

**WALKER, GORDON L.,** mgr. of indus. rel. of M-E-L Div., Ford Motor Co., since 1954. Born Burgaw, N. C., Oct. 1, 1913. Entered automobile business in 1945 at Dearborn, Mich., with Ford Motor Co. as mgr. of planning and analysis dept. of ind. rel. staff.

**WALKER, THEODORE F.,** with Kent-Moore Organization, Inc., as exec. vice-pres. since 1955. Born Bloomfield, Ind., Oct. 14, 1911. High sch. Purdue Univ., B.S., M.E. Entered automobile business in 1933 in Flint with Buick as tool designer.

**WALKER, WILLIAM M. JR.,** with United Motors Service Div., General Motors Corp. as operations dir. since Jan., 1956. Born Detroit, Mich., 1907. Georgetown Univ., Univ. of Detroit. Entered automobile business in 1944 in Detroit with General Motors Corp.

**WALL, SAMUEL J.,** wholesale sales mgr. of MoPar Parts Div., Chrysler Corp., since 1954. Born Chelsea, Mass., Dec. 14, 1907. Entered automobile business in 1934 at Boston as correspondent for Chrysler Corp. Motor Parts Div.

**HYATT TAPERED ROLLER BEARINGS ARE BEING BUILT INTO NEW AUTOMOBILES BY THE MILLIONS!**

*Nearly half of all American cars and trucks built today have HYATT Tapered Roller Bearings*

HYATT, the recognized leader in the cylindrical bearing field, is again a leading supplier of *tapered* roller bearings. In 1957 HYATT delivered *more than 10 MILLION* tapered bearings for new cars and trucks. Now, the 1958 model year is convincing proof that *HYATT is the growing source* for tapered roller bearings in the automotive industry.

And no wonder! HYATT'S electronically controlled production lines are turning out these millions of bearings with greater uniformity than ever before achieved in quantity production. HYATT'S know-how amassed from years of experience—plus these ultra-modern facilities—assure longer, more dependable bearing performance in *any* automotive application. Hyatt Bearings Division, General Motors Corporation, Harrison, N.J.; Detroit; Pittsburgh; Chicago; and Oakland, California.

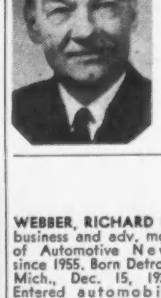
1908–1958 GM FORWARD FROM FIFTY

**HYATT HY-ROLL BEARINGS FOR CARS AND TRUCKS**

# AUTOMOTIVE NEWS FAMILY ALBUM

**WATSON, CHARLES A.**, gen. sales mgr. of Willys Motors, Inc. Born New Haven, Conn. Duke Univ. Entered automobile business in 1940 with Hudson Motor Car Co.

**WEATHERHEAD, ALBERT J., JR.**, with The Weatherhead Co. as pres. Born Cleveland, O., June 21, 1892. Harvard Univ. Founded The Weatherhead Co. in 1919.



**WEBB, FRANK**, Frank Webb Associates. Born Ypsilanti, Mich., Univ. of Mich., A.B. Entered automobile business in Kalamazoo, Mich., as adv. mgr., Roamer Motor Car Co.

**WECKLER, HERMAN L.**, with Clevite Corp. as vice-pres. since 1953, and dir. since 1954. Born Pittsburgh, Pa., Aug. 31, 1888. Univ. of Pittsburgh, Carnegie Tech. Entered automobile business in 1912 with Buick Motor Car Co. Vice-pres. and gen. mgr., Chrysler Corp., 1940-1953.

**WEED, JACK C.**, with Automotive News as truck and service editor since 1933. Born in Detroit, March 23, 1891. Pratt Inst. Entered automobile business in 1909 at Pontiac, Mich., with Oakland Motor Car Co. as tester.

**WATSON, JAMES W.**, sales mgr. of Metropolitans, American Motors Corp., since March, 1956. Born Marietta, O. Wharton Sch. of Univ. of Pa. Entered automobile business in Mich. and Ind. with Franklin Automobile Co. as serv. rep.

**WEAVER, IRA A.**, pres. of Weaver Mfg. Co. since 1910. Born Rising Sun, Iowa. Entered automobile business in 1911 at Springfield, Ill., in present capacity.

**WEBBER, RICHARD L.**, business and adv. mgr. of Automotive News since 1955. Born Detroit, Mich., Dec. 15, 1922. Entered automobile business in 1945 at Detroit as adv. salesman for Automotive News.

**WEED, FREDERICK G.**, with Rinshed-Mason Co. as pres. since May, 1946. Born in Norwalk, Conn., Mar. 4, 1896. Valparaiso Univ., B.S. Entered automobile business in 1920 at Detroit, Mich., with Dodge Bros. as chemist.

**WEEMHOFF, JAY**, with Collins & Aikman Corp. as mgr. of auto. div. Born Grand Rapids, Mich., Feb. 17, 1896. High school and bus. college. Entered automobile business in 1919 at Detroit with Fisher Body Corp. in pur. dept.

**WELLOCK, E. S.**, since 1949 mgr. of Chevrolet mfg. plants. Born Harbor Beach, Mich., 1898. Graduated mech. engr. Univ. of Mich., 1920. Joined Chevrolet 1921 as draftsman in standards dept., central office staff.

**WELLS, EDWARD H.**, vice-pres. sales corp. and gen. sales mgr., Packings and Friction Materials Div. of Johns-Manville Corp. since 1955. Born Worcester, Mass., 1904. M.I.T., M.E. degree. Entered automobile business in 1928 with Johns-Manville Corp.

**WELTY, MALCOLM W.**, mgr. of ind. rel. of Ford Div. since 1950. Born Wamego, Kans. Univ. of Kans., B.A. degree. Entered automobile business with Phillips Petroleum Co.

**WEMHOFF, BERNARD J. (Pete)**, with Automotive News as editor since 1944; gen. mgr. since 1955. Born Decatur, Ind., Dec. 31, 1910. Univ. of Detroit, B.S. Entered automobile business at Detroit with Automotive News in 1936 as reporter.

**WERNER, CALVIN J.**, gen. mgr. of Moraine Products Div., General Motors Corp., since Jan., 1955. Born Dayton, O., Aug. 27, 1907. Univ. of Cinn., E.E. degree. Entered automobile business in 1923 at Dayton as apprentice at Dayton Engineering Laboratories Co.

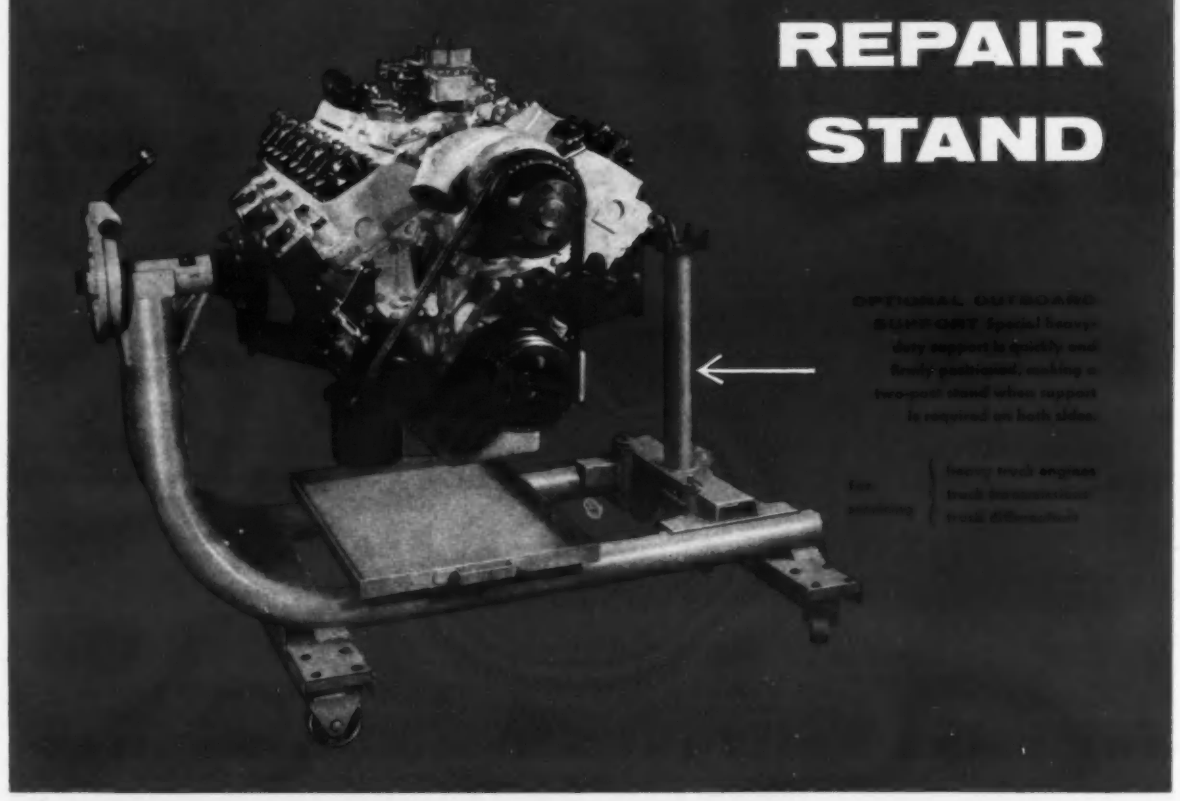
**WETTLAUFER, ELMER G.**, with Wettlaufer Engineering Corp. as pres. since 1942. Born Saginaw, Mich. July 8, 1902. Entered automobile business in 1919 with Cadillac Motor Car Co.

**WETTLAUFER, HERBERT J.**, with Wettlaufer Engrg. Corp. as admin. vice-pres. since 1953. Born Saginaw, Mich., Mar. 21, 1904. Univ. of Mich. Entered automobile business in 1953 at Detroit with Wettlaufer Engrg. Corp. as vice-pres.


*built to handle the "heavies"*

**MANZEL**

**REPAIR STAND**



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# AUTOMOTIVE NEWS FAMILY ALBUM

**WEYBURNE, FREDERIC C.**, with Marshall Eclipse Div., Bendix Aviation Corp. as gen. mgr. since 1943. Gen. mgr. of Bendix-Skinner Filter Div. since 1956. Born Chicago, Ill., on May 20, 1902. Dartmouth College. Entered automobile business in 1926 at South Bend, Ind., with Bendix Brake Co. as mechanic.

**WILLIAMS, FRED E.**, with Zenith Carburetor Div., Bendix Aviation Corp. as gen. sales mgr. since 1945. Born Bedford, O., in 1902. High school and ext. courses. Entered automobile business in 1917 at Detroit, Mich., with Zenith Carburetor Co. as blueprint boy.

**WILLIAMS, ROBERT J.**, with Cadillac Products, Inc., as vice-pres. since 1956. Born in Detroit Dec. 14, 1926. Notre Dame Univ., B.S. Entered automobile business in 1948 at Detroit with Cadillac products, Inc.

**WILLIAMS, WALKER A.**, vice-pes. and vice-chmn. of the Dealer Policy Board, Ford Motor Co. Born Wellington, Mo., June 8, 1901. Illinois Univ. Entered automobile business in 1925 at Kansas City with Ford Motor Co. as timekeeper.

**WILSON, J. RYLEY**, gen. adm. mgr. of Chevrolet Div. since 1957. Born Bethlehem, Pa. Joined Chevrolet in 1933 at Tarrytown, N. Y. in auditing dept.

**WHEATLEY, JAMES A., JR.**, with Grey-Rock Div. Raybestos-Manhattan, Inc. as sales mgr. repl. products since 1948. Born Baltimore, Md., Sept. 21, 1892. Entered automobile business in 1919 at Philadelphia with Thermoid Rubber Co. as salesman.

**WILLIAMS, HARRY A.** with Automobile Mfrs. Assn. as managing dir. since Nov., 1957. Born in Cincinnati, Sept. 2, 1918. Wayne Univ. Entered automobile business with Automotive News in 1937.

**WILLIAMS, SELDEN T.**, pres. A. Schrader's Son, Inc. Vice-pres. and dir. Scovil Mfg. Co. and gen. mgr. of Schrader Div. since 1948. Born Canton, N. Y., Feb. 7, 1892. St. Lawrence U., B.S., M.S.; Worcester Polytechnic Inst., B.S. in M.E. Entered automobile business in 1906 at Canton, N. Y., with Cook's Island Garage as mechanic's helper.

**WILSON, GLENN D.**, with Buick Motor Div. as dir. of merch. Born Akron, Mich., Jan. 27, 1909. Grad. of Albion Coll. Entered automobile business as a retail salesman at Owosso, Mich., in 1936. Has held positions of retail store mgr. and zone mgr. with Buick Motor Div.

**WILSON, MURRAY D.**, secy.-treas. of O. L. Anderson Co., Inc. since 1920. Born Springfield, Ont., May 7, 1896. Entered automobile business in 1920 at Detroit as secy.-treas. of O. L. Anderson Co., Inc.

**WHEATON, FLOYD L.**, with Bendix-Westinghouse Automotive Air Brake Co. as vice-pres. marketing since July, 1957. Born Greenville, Pa., on Dec. 13, 1894. High school. Entered automobile business in 1916 with Scripps-Booth Corp.

**WHITE, H. KIRK**, vice-pres. and director of Mitchell-Bentley Corp. Born Owosso, Mich., March 19, 1893. Univ. of Mich. Entered automobile business in 1950 with Ionia Mfg. Co. as vice-pres. and director.

**WHITE, JACK P.**, dir. of pub. rel., Oldsmobile Div., since 1957. Born in St. Catherines, Ont., Nov. 3, 1910.

**WHITMER, ARTHUR D.**, gen. mfg. mgr., Studebaker-Packard Corp. Born South Bend, Ind., Oct. 6, 1900. Entered automobile business in 1919 with Studebaker.

**WHITNEY, MAURICE P.**, with Eclipse Mach. Div. Bendix Aviation Corp. as gen. mgr. since Dec. 1, 1945. Born Seneca Castle, N. Y., Feb. 22, 1896. Syracuse Univ., Coll. of Applied Sci., M.E. degree. Entered automobile business in 1919 at Elmira, N. Y., with Eclipse Mach. Co. as engineer.

**WICHERT, JAMES L.**, dir. of adv. and sales prom., DeSoto Div., Chrysler Corp. Born 1905. Hillsdale Coll. Entered automobile business in 1938 as sales rep. for Chevrolet Motor Div.

**WILKS, RUSSELL**, dir. of pub. rel. of U. S. Rubber Co. since 1947. Born Orlinda, Tenn., Oct. 31, 1901. Vanderbilt Univ. Entered rubber business in 1929 at Detroit with Campbell-Ewald Co.

Experimental block being readied for torture test on Johns-Manville's Inertia Dynamometer—the world's largest unit designed for friction material testing.

## Man in charge of putting more mileage into J-M Brake Blocks

Creating new and better brake blocks is a never-ending responsibility of J-M engineers. Working with the very latest in scientific development equipment, these men are blazing new trails in improved friction material performance.

Over the years, Johns-Manville has offered a wide choice of thoroughly proved, high-quality, high-performance brake linings, brake blocks and clutch facings. This superiority stems from engineering and production techniques that assure uniformly highest quality. These techniques also provide volume production, rapid delivery and lowest unit cost.

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RAYON
CORD
TIRES

# FIVE WAYS

*Rayon Cord Tires are standard equipment on all manufacturers' 1958 production models.*

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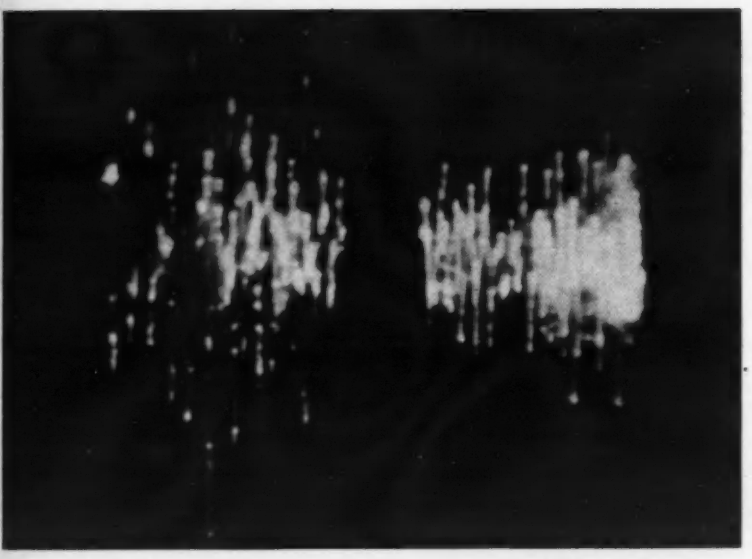
# BEST BY TEST!

**LONGER TREAD LIFE . . .** test-driven under similar conditions for same length of time, the rayon cord tire (right) shows much less tread wear than the nylon cord tire.



**QUIETER RIDE . . .** graph taken from oscilloscopes shows difference in octave noise levels of rayon cord tires (right) versus the nylon cord under normal operating conditions.

**GREATER BLOWOUT PROTECTION . . .** rayon cord tires tested by smashing into six-inch granite curbstone at 60 mph, show no cord rupture even under microscopic examination.

## No wonder new 1958 RAYON CORD TIRES pay off for JOSEPH LEVY, SR....

### America's largest Chrysler-Plymouth dealer

1. **Greater Heat Resistance . . .** new rayon tire cord actually grows stronger as tire heat builds up at high road speeds.
2. **Quieter Ride . . .** rayon cord tires ride up to 33 per cent quieter, reducing the danger of "highway hypnosis."
3. **More Stability . . .** there's no troublesome flat spotting or "morning thump". . . safer, easier steering control.
4. **Longer Tread Life . . .** controlled tests prove that rayon cord tires give you up to 26 per cent longer tread life.
5. **Retreadability . . .** comparative tests prove these tires take more retreads, with greater mileage per retread.

**Mr. Levy,** chairman of Walton Motors, Inc., Chicago, has this to say about RAYON CORD TIRES: *"This has been a banner year for us. And new 1958 rayon cord tires have helped make it so. I know we have terrific products to sell in the new Chryslers and Plymouths, but I also know that the rayon cord tires they come equipped with are every bit as good as the cars themselves. Take Torsion-Aire ride, for instance . . . that's one of our biggest selling points this year. But what's the sense of selling smoother ride if you're going to counteract it by offering tires that are noisy and poor riding? However, rayon cord tires—because they ride up to 33 per cent quieter and are free from 'morning thump'—actually enhance the riding qualities of Torsion-Aire suspension. No wonder Chrysler Corporation specifies them for all its cars—from the least expensive Plymouth to the highest priced Imperial."*

**AMERICAN RAYON INSTITUTE, INC.**

**350 Fifth Avenue, New York 1, N. Y.**

# AUTOMOTIVE NEWS FAMILY ALBUM

**WILSON, STEVEN B.,** with Fram Corp. as pres. 1929-1942, 1944-1954; chmn. of bd. since 1942. Born Washington, D. C., Dec. 12, 1890. Univ. of Mich., George Washington Univ. Entered automobile business in 1920 at Detroit with McCord Radiator Co. as asst. sales mgr.

**WILSON, WALLACE E.,** gen. mgr. of Rochester Products Div., General Motors Corp. since 1956. Born Lansing, Mich., Oct. 25, 1911. Univ. of Mich., B.S. degree. Entered automobile business in 1936 in Lansing with Oldsmobile Div. of General Motors.

**WINE, LYMAN A.,** vice-pres. and dir. Electric Auto-Lite Co.; dir. Canadian Motor Lamp, Ltd. Born Marion, Ind., July 30, 1895. Grad. Ohio State Univ. Sch. Aeronautics. Entered automobile business in 1919 as salesman for C. M. Hall Lamp Co.

**WINGERTER, ROBERT G.,** gen. mgr. of automotive div. of Timken Roller Bearing Co. since 1955. Born Detroit, Mich., Oct. 5, 1916. Wayne Univ., B.S.M.E. degree. Entered automobile business in 1938 at Canton as engrg. trainee with Timken Roller Bearing Co.

**WINSTON, CHARLES S. JR.,** vice-pres. and gen. mgr. of Detroit office, Foote, Cone and Belding, since 1958. Born Apr. 17, 1919. Princeton Univ., B.A. degree. Entered agency business in 1941 with Foote, Cone and Belding, Inc.

**WILSON, W. HEARTSILL,** asst to vice-pres. in chg. of sales, Plymouth Div., Chrysler Corp., since July, 1956. Born Marshall, Texas, 1920. S. Methodist Univ. bus. school. Joined Chrysler Corp. in 1953 with Dodge as Dallas dist. sales mgr.

**WINDSOR, E. W.,** with Sherwin-Williams Co. as gen. mgr. auto sales since 1925. Born Kenosha, Wis., 1896. Univ. Wis. Entered automobile business in 1920 at Cleveland with United Automotive Body as sales correspondent.

**WINES, JAMES P.,** sen. partner Wines and DeWitt Adv. Born St. Louis, Mo. Univ. of Chicago. Entered automobile business in 1934 at Detroit with Kudner Agency, Inc., as publicity man.

**WINKLER, ALBERT H.,** with Eclipse Machine Div. as chief engr. of Stromberg Carb. div. since Jan. 1, 1948. Born Chicago, Ill., Nov. 7, 1908. Armour Inst. of Tech., B.S. in M.E., M.E. professional degree. Entered automobile business in 1930 at South Bend, Ind., with Bendix-Stromberg Carburetor Co. as jr. engr.

**WINTHER, MARTIN P.,** with Eaton Mfg. Co. as dir. and consultant. Born Denmark, Nov. 4, 1888. Entered automobile business in 1911 at Kenosha, Wis., with Thomas B. Jeffrey Co. as apprentice.

**WISTERT, F. M.,** vice-pres. and dir. of ind. rel., The Electric Auto-Lite Co. Born Chicago, Ill., Feb. 20, 1912. Univ. of Mich. Law School. Entered automotive industry in 1953 with Electric Auto-Lite Co.

**WITHERS, ROLAND S.,** with United Motors Service Div., General Motors Corp., as general manager since March, 1955. Born Cleveland, Ohio, 1910. Asbury College, Wilmore, Ky. Entered automobile business in 1933 at Detroit with Customer Research Department of GM Corp.

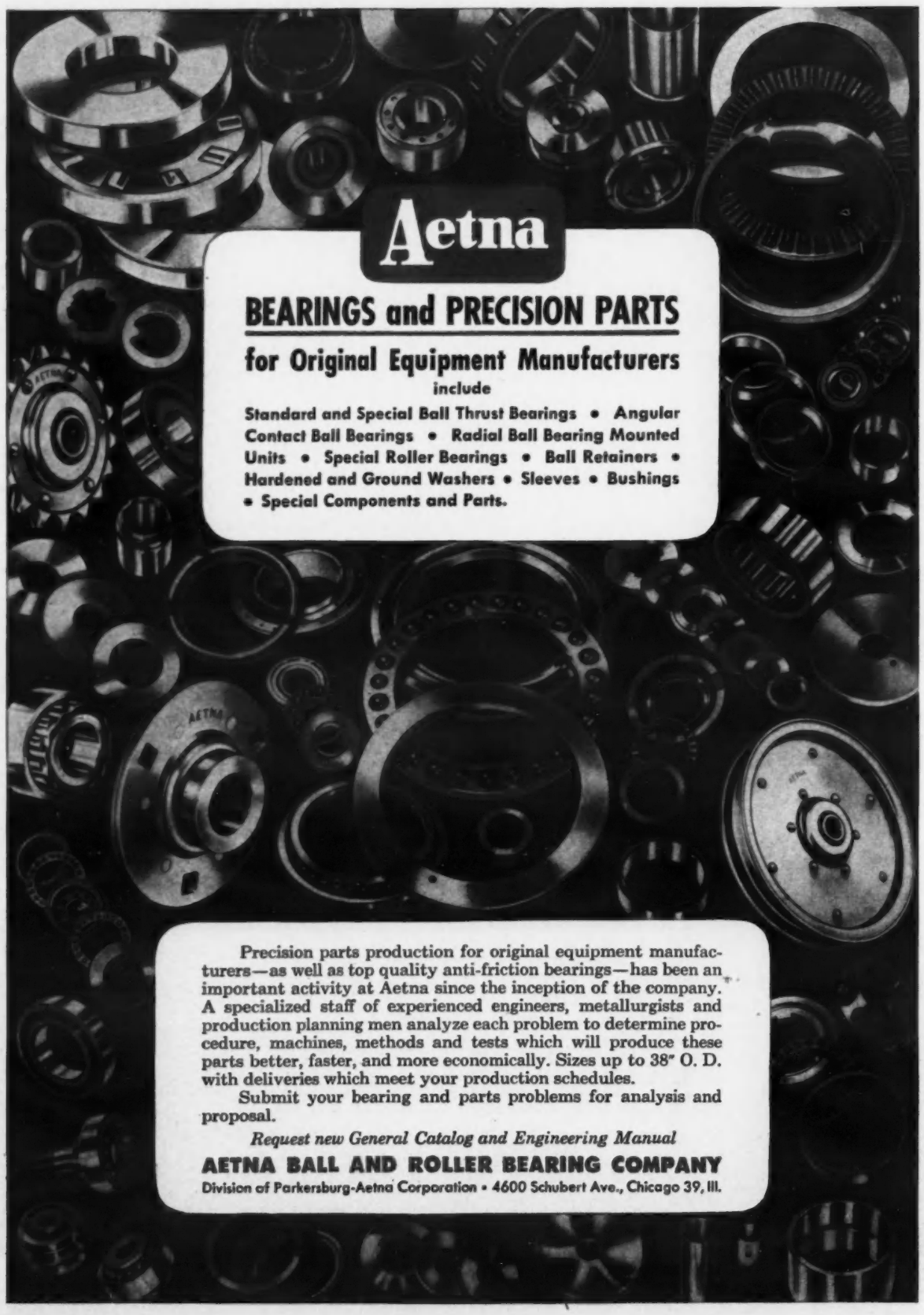
**WOLF, JOHN E.,** pres. of The John E. Wolf Co., Oklahoma City, Okla. Born Oshkosh, Wis., 1904. Continuously in direct mail industry since 1919, and specializing in automotive serv. development since 1930.

**WOLFRAM, JACK F.,** vice-pres. of GM and gen. mgr. Oldsmobile Div. Born Pittsburgh, Dec. 18, 1899. Grade, high sch. Entered automobile business in 1921 at Cleveland, O., with Chandler Motor Car Co. as draftsman. Joined Oldsmobile in 1928. Became chief engr. in 1944 and gen. mgr. in 1951.

**WOLFSON, HOWARD E.,** chmn. of the bd., Maremont Automotive Products, Inc. since March, 1953. Born Chicago, Ill., Dec. 5, 1898. Northwestern Univ., Greer Coll. of Automotive Engr. Entered automobile business in 1920 at Chicago as salesman for Maremont Automotive Products, Inc.

**WOODALL, HERBERT J.,** with Woodall Industries, Inc., as pres. since 1919. Born Detroit, 1893. Detroit Univ. Sch. Entered automobile business in 1913 in Detroit with Cadillac Motor Car Co. as factory messenger.

**WOODHOUSE, RICHARD C.,** with GMC Truck & Coach Div. as gen. sales mgr., Truck Div., since July 15, 1952. Born Traverse City, Mich., Aug. 18, 1904. Alma Coll., Univ. of Mich. Entered automobile business in 1924 with Cadillac Motor Div. of GM in sales dept. With GMC Truck & Coach Div. since 1930.

# AUTOMOTIVE NEWS FAMILY ALBUM

**WOOLSON, L. IRVING,** pres. of DeSoto Div. since 1952, and vice-pres. of Chrysler Corp. since 1953. Born New York City, June 27, 1904. Cornell Univ., M.E., 1926. Entered automobile business with Maxwell Motor Co. in 1924 as an assembler.

**YNTEMA, THEODORE O.,** with Ford Motor Co. as vice-pres., finance since March 24, 1949. Born in Holland, Mich., April 8, 1900. Hope Coll., Harvard, Univ. of Ill., Univ. of Chicago. C.P.A. in Ill. Entered automobile business as consultant to Ford in 1947.

**YOUNG, ROBERT J.,** owner of Automotive Enterprises since 1955. Born Park River, N. D., April 28, 1899. Univ. of Minn. Entered automobile business in 1925 at Fargo as office mgr. of Eby Motor Co.

**ZELLER, THEODORE J.,** vice-pres. of forward planning of Mack Trucks, Inc. since 1954. Born North Plainfield, New Jersey, March 19, 1902. Rutgers Univ., M.E. degree. Entered automobile business in 1936 at Plainfield as asst. mgr. of lab. at Mack Trucks, Inc.

**ZIESMER, GEORGE F.,** past pres., National Automobile Dealers Assn., 1949. Born at Marshall Minn. July 15, 1895. Macalester Coll., St. Paul, Minn. Ford Dealer since 1924, Mankato, Minn., since 1933.

**WOOSTER, CHARLES C.,** vice-pres. of sales, Life Time Products Corp. Born New York, N. Y., July 26, 1918. Yale Univ., B.S. degree. Entered automobile business in 1940 at Troy, N. Y. as salesman with Behr-Manning Corp.

**YOUNG, FRED M.,** with Young Radiator Co., Racine, Wis., as pres. and gen. mgr. since 1927. Born Muskegon, Mich., April 29, 1894. Grade school and special courses. Entered automobile business in 1913 at Muskegon, Mich., with Wright Cooler & Hood Mfg. Co. as apprentice.

**ZEDER, JAMES C.,** with Chrysler Corp. as vice-pres. engr. and spec. advisor to pres. since 1956. Chrysler Inst. of Engineering. Born Bay City, Mich., Apr. 17, 1900. Univ. of Mich., B.S., M.E.; Univ. of Dayton, Doctor of Engrg. Entered automobile business in 1922 at Detroit with Maxwell Motors.

**ZIEGLER, PHILIP B.,** chief engr. of Saginaw Steering Gear Div., General Motors Corp., since July, 1957. Born Cambridge City, Ind., Jan. 28, 1920. Purdue Univ., B.M.E. degree. Entered automobile business in 1941 at Saginaw as time study engr. with Saginaw Steering Gear Div.

**ZONSIUS, KENNETH C.,** Goodyear Tire & Rubber Co., dir. of adv. since Jan. 1, 1952. Born Chicago, Ill., July 11, 1894. Attended Northwestern Univ. Entered automobile business 1917 at Chicago with Goodyear organization as clerk.

**WORTHINGTON, JOHN A.,** with Koppers Co., Inc., as manager of piston ring and seal department. Born Annapolis, Md., July 5, 1897.

**WRIGHT, ELLIS J.,** with Miller Mfg. Co. as sales mgr. since 1938. Born Forest, Ont., Can., Dec. 16, 1909. Technical night coll., Wayne Univ., Detroit. Entered automobile business in 1926 at Detroit with Miller Tool & Mfg. Co. as tool design draftsman.

**WRIGHT, JAMES O.,** with Ford Motor Co. as vice-pres. and gen. mgr. of Ford Div. Born Norfolk, Va. N.C. State College, George Washington Univ. Law School. Entered automobile business in 1946 with Ford Motor Co.

**WRIGHT, JOHN DAVID,** with Thompson Products, Inc., since 1933, as pres. since Apr. 1, 1953. Born Pittsburgh, Pa., June 25, 1905. Western Reserve Univ., B.A.; WRU Sch. of Law, LL.D.; Cleveland Coll.

**WYLIE, FRANK W.,** public relations mgr. of Dodge Div., Chrysler Corp., since May, 1955. Born New York, New York, July 3, 1924. Entered automobile business in 1948 in charge of exhibits, Central Engrg. Div., Chrysler Corp.

**WYNN, CARL E.,** pres. of Wynn Oil Co. since 1950. Born Rolla, Mo., Dec. 23, 1896. Entered automobile business in 1947 at Azusa as partner at Wynn Oil Co.

**YARNALL, FRANK H.,** past pres., of National Automobile Dealers Assn. Pres. of Yarnall Chevrolet, Inc., Chicago. Born Chicago, Ill., 1900. Entered automobile business in 1918 at Chicago with Holmes Motor Co.

**new BAY-LIFT solves lifting problems so neatly that service shop mechanics almost start liking car designers**

**Low-Boy Model Bay-Lift Slips Beneath Underslung Cars, Has Lifting Forks Adjustable Side-to-Side to Hit Each Car at Strongest Lifting Points**

Recently, the problems of auto mechanics in getting cars in the air for servicing have been multiplying.

Compliments paid auto designers by mechanics have been getting fewer.

Now, however, relations between factory and garage promise to get downright affectionate—thanks to the new Low-Boy Model Bay-Lift. Lowness of cars, narrowness of some foreign makes, exposure of parts underneath so that damage occurs when the car is lifted by previous methods, long overhang of car sections extending beyond front and rear axles—none of these design conditions presents a lifting problem for the Bay Low-Boy.

Bay Portable End Lifts have long been the world's most widely used pneumatic lifts. Their speed, greater working convenience for the mechanic, and ability to eliminate delays and bottle-necks in service shop operations account for this leading popularity.

It is inevitable that this leadership will be extended considerably further by the new Bay model. Probably, it is also inevitable that you will eventually discover, first-hand, how a Bay can help turn out jobs from your shop faster, easier, more profitably.

Why not phone your Bay Jobber for complete details, or write us for literature.

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**ALSO MAKERS OF ROCKER-HEAD STANDS, RAMPS, AIR-OPERATED BUMPER JACKS**

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**ALEXANDER, J. W.,** reg. mgr., 20830 Coolidge Hwy., Oak Park, Jordan 6-9865. **Novi Sales and Service Co., Inc.**

**BROWN, G. A.,** 803 W. Eleven Mile, Royal Oak, Mich. J. P. Stevens & Co., Inc.

**DELANEY, EUGENE B.,** 3927 Fourth St., Wayne, Mich. Logan 1-0340. **Purolator Products, Inc., Wayne Div.**

**GRIFFIN, JAMES J.,** 1010 Fisher Bldg., Detroit 2, Trinity 5-0089. **The Anderson Co.**

**JOHNSON, T. E.,** 3700 W. McNichols Rd., Detroit 21, University 3-0200. Vice-pres. and Director of Sales **Davidson Rubber Co.**

**ALLDREDGE, M. HOMER,** 414 Fisher Building, Detroit 2, Mich. Trinity 1-4404. Sales Manager, **Bingham Stamping Div., Bingham - Herbrand Corp.**

**BROWN, L. E.,** 18451 James Couzens Highway, Detroit 35, University 4-5900. **Eaton Manufacturing Company, Reliance Division.**

**DONALDSON, WILLIAM R.,** 730 W. Eight Mile Rd., Detroit 20, Jordan 4-6087. **The Palnut Co.**

**GROCE, L. L.,** 6-240 General Motors Bldg., Detroit 2, Trinity 2-4600. Asst. gen. sales mgr.—western region. **Hyatt Bearings Div. of General Motors Corp.**

**JOHNSON, WALTER E.,** 10438 West McNichols Rd., Detroit 21, Mich. Diamond 1-2253. **Perfect Circle Corp.**

**ALLEN, BRUCE A.** 20050 Livernois Ave., Detroit 21, Mich. Diamond 1-8856. **Clark Equipment Co.**

**CHRISTIE, HOWARD S.,** 915 Fisher Bldg., Detroit 2, Mich. Trinity 5-1730. Dist. mgr., **Wire & Cold Rolled Div., John A. Roebling's Sons Corp.**

**EARL, WILLIAM O.,** 28800 Mound Rd., Warren, Mich., Jefferson 6-4300. **Collins & Aikman Corp.**

**HARPER, RICHARD B.,** 814 Fisher Bldg., Detroit 2, Trinity 1-4262, 1-3830. **Rubatex Div., Great American Industries, Inc., Roberts Toledo Rubber Co., Bowling Green Rubber Co.**

**JUDD, VINCENT C.,** 24619 Ford Road, Dearborn, Mich., Crestwood 8-5050. **Bendix Radio Division, Bendix Aviation Corp.**

**APPLEQUIST, GORDON,** 1405 Henry, Detroit 16, Mich. Woodward 3-1060. **Firestone Tire and Rubber Co.**

**COE, PHILIP K.,** 4500 Mt. Elliott, Detroit. Walnut 1-7900. Vice-pres. in chge. of Detroit Automotive Products Div., **The Goodyear Tire & Rubber Co., Inc.**

**ELDREDGE, ELTON M.,** 18230 Grand River Ave., Detroit 23, Mich. Vermont 6-4191. **Sylvania Electric Products, Inc.; Automotive & Marine Products Corp.**

**HAYNES, M. D.,** 20132 James Couzens Hwy., Detroit 35, Vermont 7-2520. **Glen Ravens Mills, Inc., and Toscony Fabrics, Inc.**

**KELLER, SAM T.,** 1212 Fisher Bldg., Detroit 2, Trinity 5-7800. **Yale & Towne Mfg. Co., Aetna Ball & Roller Bearing Co., Thompson-Bremer & Co.**

**BECKER, CHARLES H.,** 6-248 General Motors Bldg., Detroit 2, Mich. Trinity 2-4178. Mgr. Automotive Div., **Tung-Sol Electric, Inc.**

**COLBY, LESTER J.,** 710 Fisher Bldg., Detroit 2, Trinity 2-3065. **Masland Duraleather Co., A. D. Ellis Mills, Inc.**

**FERGUSON, C. M.,** 4229 Cass Ave., TE. 3-8015. **Sun Electric Corp.**

**HOUGH, P. J.,** 3391 Sherbourne Rd., Detroit 21, University 1-1809. **Howard - Zink Corp.**

**LAVERY, LORNE F.,** 7-122 General Motors Bldg., Detroit 2, Trinity 2-4700. **New Departure Div. of General Motors Corp.**

**BEECHLER, J. S.,** 5-232 General Motors Building, Detroit 2, Trinity 3-7650. **Ranco, Inc.**

**CUNNINGHAM, H. C.,** 111 Oakman Blvd., Detroit 3, TO 9-8100. **The DeVilbiss Co.**

**FLEISCHER, J. W.,** 820 Fisher Bldg., Detroit 2, Trinity 4-1400. **General Electric Co., Lamp Div.**

**HOURIGAN, FRANK D.,** 8-204 General Motors Building, Detroit 2, Mich. Trinity 5-5000. Detroit office manager, **Bendix Products Division, Bendix Aviation Corp.**

**LAWTON, MORGAN, B.,** 8627 Woodward Ave., Detroit 2, Trinity 5-3484. **Lincoln Engineering Co.**

**BEMB, WALTER J.,** 607 Fisher Bldg., Detroit 2, Mich. Trinity 1-6510. Vice-pres. **Aluminum Industries, Inc.**

**CUPP, C. C.,** 1405 Henry St., Detroit 32, Woodward 3-1060. **Firestone Steel Products Co.**

**GLASMEIER, PAUL G.,** 1431 Anita, Grosse Pointe 36, Mich. Tuxedo 4-5044. **Big Four Industries, Inc.**

**JAY, RICHARD S.,** 17330 West McNichols Rd., Detroit 21. Broadway 3-8600. **American Bosch.**

**LEGG, HOWARD L.,** 16801 Wyoming Ave., Detroit 21, Mich. Diamond 1-3292. **Clayton Manufacturing Co.**

**BENNETT, R. V.,** 1014 Fisher Bldg., Detroit 2, Trinity 1-2560. **Champion Spark Plug Co.**

**CURTIS, A. B.,** 832 Fisher Bldg., Detroit 2, Trinity 5-3300. **Johns-Manville Corp.**

**GREENLEE, CHARLES P.** 9-236 General Motors Bldg., Detroit 2, Trinity 2-8350. Mgr. of sales, **American Steel & Wire Division, U. S. Steel Corp.**

**JOHNSON, HAYWOOD E.,** 5-238 General Motors Bldg., Detroit 2, Mich. Trinity 5-1990. **E. I. duPont de Nemours & Co., Inc.**

**MANSER, GEORGE E. JR.,** 11th floor New Center Bldg., Detroit 2, Mich. Trinity 4-3500. Sales mgr. of coated fabrics, **Footwear and Gen. Products Div., U. S. Rubber Co.**

# . . . Manufacturers' Representatives in Detroit . . .

**MARKS, ROBERT C.,** 923 Fisher Bldg., Detroit 2, Trinity 5-0465. **The Weatherhead Co.**

**OBEE, MILT T.,** 8799 Lyndon, Webster 3-4801. **Aro Equipment Corp., Champion Pneumatic Machine Co., Fox Products Co., Globe Hoist Co.**

**SULLIVAN, JOHN,** 17510 Wyoming, Detroit 21, Mich. University 3-6628. **Manzel, Inc., The Nuday Co.**

**WALLS, FRED J.,** 19842 James Couzens Highway, Detroit 35, Mich. Broadway 3-6780. **International Nickel Co., Inc.**

**WENDELL, M. M., M. M. Wendell Co.,** 8-255 General Motors Bldg., Detroit 2, Mich., Trinity 1-1743. **American Grease Stick Co., Anthes Force Oiler Co., Bishop & Babcock Mfg. Co., Casco Products Corp., Pyroil Co., Inc.**

**MAXWELL, ROBERT A.,** 903 New Center Bldg., Detroit 2, Mich. Trinity 5-8850. **B. F. Goodrich Co.**

**ROBBINS, A. W.,** 2842 W. Grand Blvd., Detroit 2, Trinity 2-0504 and 2-0505. **Bearings Company of America Div., Federal-Mogul-Bower Bearings, Inc.**

**WALL, WILLIAM G.,** 527 Fisher Bldg., Detroit 2, Trinity 2-5715. **The Upholstery Leather Group, Inc.**

**WALTER, EDWARD E.,** 16950 Buckingham, Birmingham, Mich. Midwest 6-6319. **Barrett Equip. Co., Allen B. DuMont Labs., Hemmeter Corp., P & G Mfg. Co., Jordan Electric Prod.**

**WRIGHT, WALTER F.,** 3408 West Seven Mile Road, Detroit 21, University 4-4211. **Albi Mfg. Co., Inc., Excelsior Varnish Works, Garland Co., Harrington Paint Co.**

**McCARTHY, L. P.,** 10600 Puritan Ave., Detroit 38, Mich. University 1-6811. Mgr. Detroit office, **Willard Storage Battery Co.**

**SCHLACHTER, HENRY W.,** 320 East Grand Blvd., Detroit 7. Woodward 3-8706, Lorain 7-2917. **The John E. Wolf Co.**

**MELLOR, C. L., Jr.,** 8-212 General Motors Bldg., Detroit 2, Trinity 5-0662. **Eclipse Machine Division, Bendix Aviation Corp.**

**SEIFERT, C. J.,** 20211 Greenfield Rd., Detroit, Br. 3-9616. **Vice-pres. of Reynolds & Reynolds Co.**

**MORROW, JOHN R.,** 16163 Meyers Road, Detroit 35, University 4-0117. **Casco Products Corp.**

**SMITH, G. E.,** 516 New Center Bldg., Trinity 2-2113 **Muskegon Piston Ring Co.**

**MOSS, THOMAS W.,** Thomas W. Moss & Associates, Inc., 29230 Grand River Ave., Farmington, Mich. Greenleaf 4-8940. **Wilkening Mfg. Co.**

**SMITH, W. S.,** 16163 Meyers Road, Detroit 35, University 4-0117. **Casco Products Corp.**

**MULCAHY, JOHN J.,** 15129 W. Eight Mile Rd., Detroit 35. Vermont 6-8781. **The General Tire & Rubber Co.**

**STEGER, A. J.,** 15800 W. McNichols Rd., Detroit 35, Broadway 3-2290. **Bendix-Westinghouse Automotive Air Brake Co.**

**STRITCH, GEORGE J.,** 500 Arlington Rd., Birmingham, Mich., Midwest 6-7827. **American Viscose Corp., Tire Yarn Sales Div.**

**STUART, D. E.,** 8-204 General Motors Bldg., Detroit 2. Trinity 5-5000. **Marshall - Eclipse Division, Bendix Aviation Corp.**


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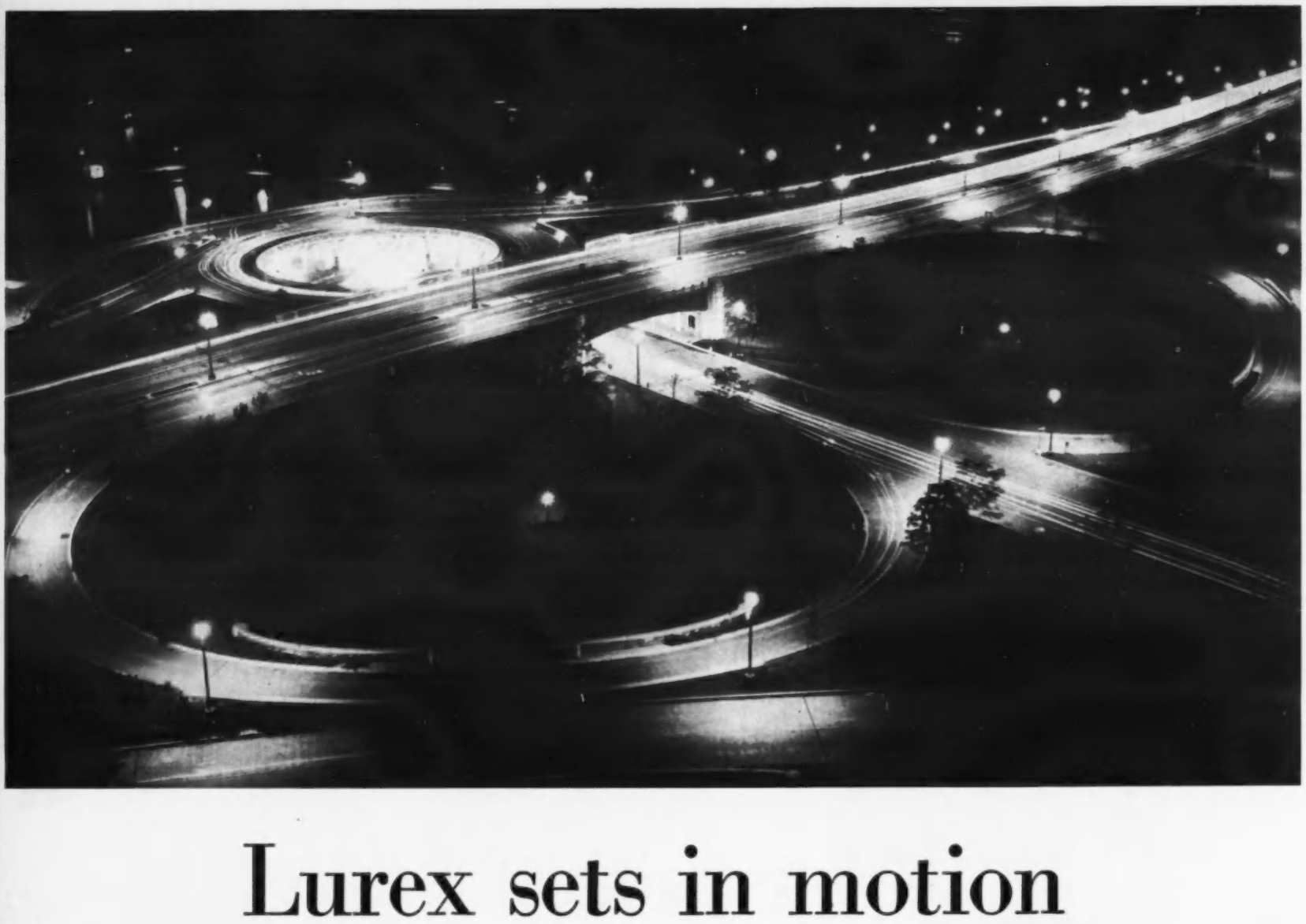

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# . . . Media Men in Automobile Capital . . .

**ANDERSON, HARRY A.**, 1276 Penobscot Bldg., Detroit 26, Mich. Woodward 5-2895. Texas Daily Press League, Inc., Arkansas Dailies.

**BAKER, JOHN H. JR.**, Free Press Bldg., Detroit 31, Mich. Woodward 3-2444. Chicago Daily News.

**BATES, WALLACE E.**, 1263 Penobscot Bldg., Detroit 26, Mich. Woodward 2-8422. Chicago Tribune.

**BEST, HIL F.**, 1009 Park Ave. Bldg. Woodward 2-7298. Vice-pres. in chge. of western operations. Bottinelli - Kimball, Inc. (newspapers); Sole owner Hil F. Best Co., (radio), American Poultry Journal.

**BROWN, J. RODGER**, 1808 Fisher Bldg., Detroit 2, Mich. Trinity 5-9040. The Saturday Evening Post.

**BRYAN, WILLIAM W.**, vice-pres. and Detroit mgr., Peters, Griffin, Woodward, Inc., Penobscot Bldg., Detroit 26, Mich. Woodward 1-4255. National representatives of radio and television stations.

**BURKE, JOHN D.**, Detroit mgr., Hearst Adv. Service, Inc. 6-234 General Motors Bldg., Detroit 2, Mich. Trinity 5-0188. Representing 11 Hearst newspapers, The Chicago American and Pictorial Sunday Magazine Group.

**BUSCHGEN, WILLIAM B.**, mgr. Detroit Div., Radio Spot Sales, NBC. 1166 Penobscot Bldg., Detroit 26, Mich. Woodward 3-6872.

**CALLAHAN, WILLIAM C.**, 524 Book Building, Detroit 26, Mich. Woodward 3-8660. Petersen Publishing Co.



**CARTWRIGHT, WILLIAM H.**, Mgr. Edward Petry & Co., Inc., 2351 Penobscot Bldg., Detroit 26, Mich. Woodward 3-0125. Representing 54 radio and TV stations.

**CAVELL, RICHARD C.**, 5-118 General Motors Bldg., Detroit 2, Mich. Trinity 5-8711. Popular Mechanics Magazine.



**CHARNEY, EDWIN**, mgr. The Branham Co., 6-235 General Motors Bldg., Detroit 2, Mich. Trinity 1-0440. Representing 22 newspapers.

**CLOUTIER, STANLEY E.**, 1775 Penobscot Bldg., Detroit 26, Mich. Woodward 3-9310. Mgr., Story, Brooks & Finley, Inc.

**CODY, FRED**, 8-240 General Motors Bldg., Detroit 2, Mich. Trinity 5-2786. Look Magazine.

**CUMMINS, JAMES A.**, 1826 Buhl Bldg., Detroit 26, Mich. Woodward 5-9878. Detroit mgr. American Home Magazine.

**DENISON, JOHN D. JR.**, 820 Book Bldg., Detroit 26, Mich. Woodward 2-2863. Detroit mgr., Popular Science Monthly.

**DYPE, GABRIEL P.**, 617 Book Bldg, Detroit 26, Mich. Woodward 1-6030. Detroit mgr., Blair-TV and Blair TV Associates.

**ERICKSON, ROBERT**, Moloney, Regan & Schmitt, Inc., 1680 Penobscot Bldg., Detroit 26, Mich. Woodward 1-1380. Representing 16 newspapers.

**FELLOWS, WALDO E.**, 702 Stephenson Bldg., Detroit 2, Mich. Trinity 5-8216. Representing Sunset Magazine and House Beautiful Supplementary Publications.

**FRITZ, CHARLES D.**, 617 Book Bldg., Detroit 26, Mich. Woodward 1-6030. Detroit mgr., John Blair Co.

**GENT, ANDREW M.**, Det. mgr., H-R Representatives, Inc., 1065 Penobscot Bldg., Detroit 26, Mich. Woodward 1-4148. Representing radio and TV stations.

**GRAF, GENE**, 803-804 New Center Bldg., Detroit 2, Mich. Trinity 1-2230. Detroit mgr. and automobile editor, New York Mirror.

**GROSS, WALTER**, NBC television, 1166 Penobscot Bldg., Detroit 26, Mich. Woodward 3-6872. Detroit mgr.

**HAMMEN, JAY L.**, 28 West Adams Ave., Detroit 26, Mich. Woodward 3-8186. Parade Publication, Inc. Detroit mgr.

**HARRIS, RODGER C.**, 1659 Guardian Bldg., Detroit 26, Mich. Detroit Mgr., Fawcett Publications, Inc.

**HART, ROBERT E.**, Detroit mgr., Jann & Kelley, Inc., 926 Buhl Bldg., Detroit 26, Mich. Woodward 2-1366. Representing 25 daily newspapers.

**HEATON, JACK E.**, 1006 Fisher Bldg., Detroit 2, Mich. Trinity 5-3046. Detroit mgr., U. S. News & World Report.

**HEPLER, CHARLES D.**, 410 New Center Bldg., Detroit 2, Mich. Trinity 5-9600. Detroit mgr., Advertising Sales Staff, Reader's Digest.

**HOOD, CHARLES C.**, 1808 Fisher Bldg., Detroit 2, Mich. Trinity 5-9040. V.P. of Curtis Pub. Co. and mgr. of Detroit Branch.

**JAGLOIS, JOSEPH**, Army Times Pub. Co., 1665 Guardian Bldg., Detroit 26, Mich., Woodward 3-5750.

**JOBSON, ROBERT A.**, manager Detroit office, O'Mara and Ormsbee, Inc., 640 New Center Bldg., Detroit 2, Mich Trinity 2-2184. Representing 20 newspapers.

**JONES, JAMES B.**, Detroit Manager, Scripps-Howard Newspapers, 5-258 General Motors Bldg., Detroit 2, Mich. Trinity 5-8727. Representing 20 newspapers.

**KNOX, CORNELIUS V. S. JR.**, 932 Fisher Bldg., Detroit 2, Mich. Trinity 2-5500. Detroit sales mgr., CBS Radio.

**KRUG, RICHARD I.**, 1475 Penobscot Bldg., Detroit 26, Mich. Woodward 5-7260. The Philadelphia Inquirer.

**LARSON, ERIC G.**, 1506 Kales Bldg., Detroit 26, Mich. Woodward 2-5115. Mgr., TV Guide.

**LEMPKE, LESLIE C.**, 1808 Fisher Bldg., Detroit 2, Mich. Trinity 5-9040. Publication mgr., Ladies' Home Journal.

**LOFTUS, RICHARD R.**, 932 Fisher Bldg., Detroit 2, Mich. Trinity 2-5500. Detroit mgr., CBS-TV spot sales.

**LUNDALE, J. W.**, Ridder-Johns, Inc., 1043 Penobscot Bldg., Detroit 26, Mich. Woodward 1-0123. Detroit mgr. 7 newspapers.

**LUSK, O. E.**, 99 W. Bethune, Detroit 2, Mich. Trinity 5-5206. Argosy magazine.

**McCARREN, KENNETH G.**, 18th floor, Fisher Bldg., Detroit 2, Mich. Trinity 5-9040. Mgr., Holiday Magazine.

# . . . Media Men in Automobile Capital . . .

**McDONOUGH, F. J.,** 5-230 General Motors Bldg., Detroit 2, Mich. Trinity 5-4824. Detroit mgr., American Weekly.

**McGUINEAS, M. O.,** vice-president and Detroit mgr., Kelly-Smith Co., 713 New Center Bldg., Detroit 2, Mich. Trinity 5-4675. Representing 23 newspapers.

**METZGER, HOYT (RED),** 610 Stephenson Bldg., 6560 Cass Ave., Detroit 2, Mich. Trinity 2-1661. Newsweek magazine.

**MORIN, ROBERT M.,** vice-pres., Detroit mgr., Geo. A. McDevitt Co., 425 New Center Bldg., Detroit 2, Mich. Trinity 5-0650.

**ORTH, FRANK L.,** 1007 Mutual Bldg., Detroit 26, Mich. Woodward 3-8321. Detroit Zone Mgr. ABC-TV Network Services of Michigan, Inc.

**McGILL, EMMETT J.,** 820 Book Bldg., Detroit 26, Mich. Woodward 2-2863. Mgr., Detroit & Cleveland offices, Outdoor Life Magazine.

**MENSING, PAUL,** mgr. Radio Network Sales Detroit, NBC. 1166 Penobscot Bldg., Detroit 26, Mich. Woodward 3-6872.

**MILLER, LUKE E.,** 2214 Fisher Bldg., Detroit 2, Mich. Trinity 3-5790. Meredith Publishing Co., Successful Farming, Better Homes & Gardens.

**OGDEN, WILLIAM,** 99 West Bethune, Detroit 2, Mich. Trinity 3-6643. Farm and Ranch.

**PATTERSON, H. A.,** 3-223 General Motors Bldg., Detroit 2, Mich. Trinity 1-5262. Detroit mgr., Family Weekly Magazine.

**PATTERSON, RAY M., JR.,** 1117 Book Bldg., Detroit 26, Mich. Woodward 3-0775. Detroit mgr., Burke, Kuipers & Mahoney, Inc. Representing 56 newspapers.

**PENDRAY, C. C.,** vice-pres. and Detroit mgr., Ward-Griffith Co., Inc., 6-223 General Motors Bldg., Detroit 2, Mich. Trinity 3-6365. Newspaper representatives.

**PEQUINOT, PAUL H.,** Guardian Bldg., Detroit 26, Mich. Woodward 1-6036. Vice-pres., Scheerer & Co. Detroit mgr., Indiana League of Home Dailies, Michigan League of Home Dailies.

**PFISTER, ALFRED H.,** 1900 Fisher Bldg., Detroit 2, Mich. Trinity 5-1212. Representing Time Magazine, Time, Inc.

**ROSS, JOHN B.,** 1600 Fisher Bldg., Detroit 2, Mich. Trinity 5-1212. Time, Inc., mgr.; Sports Illustrated.

**RUPRECHT, PHILLIP,** 856 Penobscot Bldg., Detroit 26, Mich. Woodward 2-1793. Vice-pres., McGraw-Hill Publishing Co.

**ST. CLAIR, JOHN P.,** Time, Inc., 1900 Fisher Bldg., Detroit 2, Mich. Trinity 5-1212. Detroit mgr. Life magazine.

In C. G. Ohler's sales meeting, Perfection representatives showed two of the Perfection sound-films, training Mr. Ohler's salesmen to sell special equipment and completely equipped trucks—furnished data sheets—and conducted a question and answer session.

## Multiplies Sales Effectiveness

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You specify the special equipment that shows the maximum profit for the customer in his kind of service. Perfection training films show you how.

## Salesman Turnover Drops!

The experienced salesman gets a wonderful refresher course. The new man gets quickly what he might spend years to learn by trial and error . . . all from Perfection training films.

## Perfection Distributor Invaluable

Your Perfection distributor puts on the Perfection truck equipment sales training films free and without charge. All you have to do is call him. Phone him now for a date to start training your salesmen.

***If you don't know your Perfection distributor, wire Perfection!***

# Greatness Is Never Achieved Suddenly!

It has long been true, in the affairs of men, that only time can confirm the gift of greatness.

Artist, statesman, writer, craftsman—each must await the years for the maturity of his talent and for the verdict of his judges.

And as it is in the affairs of men, so it is in the world of commerce. Nothing great was ever created suddenly—whether the product be that of an individual or of an organization.

Here, most certainly, is the very genesis of the unique position which Cadillac currently occupies in the hearts and minds of the world's motorists.

Since the first Cadillac car made its appearance more than half a century ago, it has always been created to a single objective: to make it as fine a motor car as it is possible to produce.

The goodness of Cadillac has, in fact, been so apparent over that lengthy span that the Cadillac name stands today as an accepted synonym for quality wherever highways exist.

Never has this fact been more deeply etched in the public consciousness that it is during the present automotive year.

This enviable reputation will return untold dividends to the Cadillac dealer in the coming year. He will discover them in the continuing demand for his product . . . the unwavering faith of his clientele . . . and in the personal rewards of his franchise.

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# . . . Media Men in Automobile Capital . . .

**SCOLARO, JOSEPH R.,** of Scolaro, Meeker and Scott, 8-241 General Motors Bldg., Detroit 2, Mich. Trinity 2-7810. Representing 10 newspapers and Grit Weekly.

**SMITH, W. WICKHAM,** 4727 North Woodward Ave., Royal Oak. Liberty 9-5525. Sports Afield.

**STERLING, JOHN L.,** Cresmer & Woodward, Inc., 627 New Center Bldg., Detroit 2, Mich. Trinity 5-5730. Representing 23 newspapers.

**SWATS, ROBERT L.,** 932 Fisher Bldg., Detroit 2, Mich. Trinity 2-5500. Detroit mgr., C. B. S. Television Network.

**WEBER, FRED A.,** The Branham Company, & 235 General Motors Bldg., Detroit 2, Mich. Trinity 1-0440. Sales mgr. representing 4[illegible] radio and television stations.

**SHAFER, JACK,** mgr., West - Holliday Co. Inc., 821 Penobscot Bldg., Detroit 26, Mich. Woodward 5-6722. Represents daily newspapers in the Pacific Coast, Rocky Mountain and Midwestern states.

**SPADEA, JOSEPH R.,** 2107 Book Bldg., Detroit 26, Mich. Woodward 3-2365. Representing Henry I. Christal Co., Radio Station representatives. Detroit mgr.

**STEVENS, CLARK H.,** vice-pres., Sawyer-Ferguson-Walker Co., 1630 Guardian Bldg., Detroit 26, Mich. Woodward 2-5005. Representing 20 newspapers.

**SWEENEY, HOWARD B.,** 5-137 General Motors Bldg., Detroit 2, Mich. Trinity 5-3773. Vice pres., Outdoor Advertising, Inc.

**WESLEY, WALTER P.,** 1750 Penobscot Bldg., Detroit 26, Michigan. Woodward 1-4056. Detroit mgr., Esquire Magazine.

**SHURTLIFF, WILLIAM,** Booth Michigan Newspapers, 1612 Ford Bldg., Detroit 26, Mich. Woodward 1-0972. Representing 8 newspapers.

**STALL, DAN M.,** 1900 Fisher Bldg., Detroit 2, Mich. Trinity 5-1212. Time magazine.

**STRING, JOHN F., JR.,** 2304 Guardian Bldg., Detroit 26, Mich. Woodward 5-6380. Detroit Mgr., Farm Journal, Inc.

**TREACY, JOHN C.,** mgr. Detroit Div., TV Spot Sales, NBC. 1166 Penobscot Bldg., Detroit 26, Mich. Woodward 3-6872.

**WHITE, ROBERT H.,** NBC network television, 1166 Penobscot Bldg., Detroit 26, Mich. Woodward 3-6872.

**TRUDE, SAMUEL H.,** 5-270 General Motors Bldg., Detroit 2, Mich. Trinity 5-6672. Vice-pres. and mgr. midwest offices, This Week Magazine.

**WILSON, BURTON C.,** 88 Custer Ave., Detroit 2, Mich. Trinity 2-6030. Sales mgr., National Sign Division, Walker & Co.

**UNDERWOOD, ARTHUR J. JR.,** Detroit mgr., The Katz Agency, Inc., 3166 Penobscot Bldg., Detroit 26, Mich. Woodward 3-8420. Representing newspapers, farm papers, radio and TV.

**WOODRUFF, ROBERT N.,** 741 New Center Bldg., Detroit 2, Mich. Trinity 2-2090. Detroit Mgr., Metropolitan Sunday Newspapers, Inc.

**VAN HORN, EDWARD JR.,** 1900 Fisher Bldg., Detroit 2, Mich. Trinity 5-1212. Fortune magazine.

**ZOSEL, KENNETH P.,** 2214 Fisher Bldg., Detroit 2, Mich. Trinity 3-5790. Detroit mgr. Better Homes and Gardens, Successful Farming.

**WALKER, FRANKLIN M.,** 2351 Penobscot Bldg., Detroit 26, Mich. Woodward 3-0125. Sales mgr., TV Div. of Edward Petry & Co., Inc.

**WEBB, H. WESLEY,** manager, National Trade Mark Service, Michigan Bell Telephone Co., Yellow Pages Bldg., Detroit 1, Mich. Temple 3-0738.


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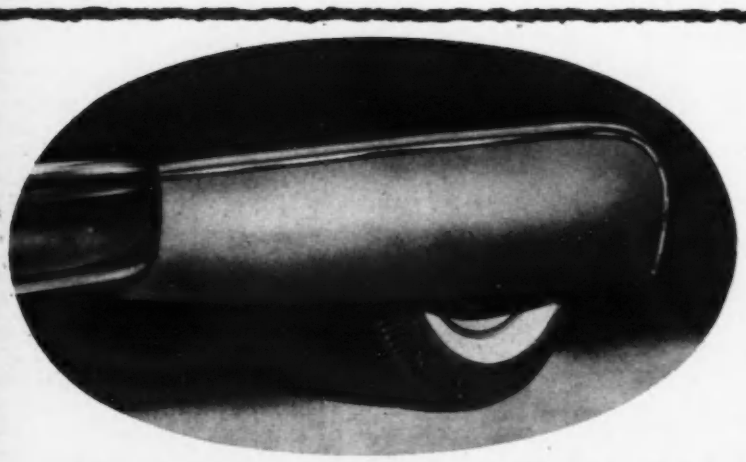

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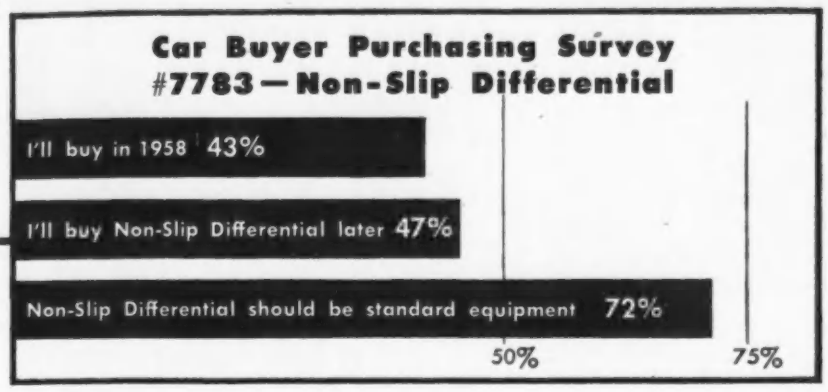
# 43% OF 1958 NEW CAR BUYERS WANT NON-SLIP DIFFERENTIAL

## Car Buyers Eager For Low Cost Safety And Convenience Feature




Convenience and safety were the benefits most often mentioned by the 47% of potential new car buyers who said they wanted their next car equipped with an automatic non-slip differential.

These facts were brought out by an extensive 6-week consumer survey whose results were published in Detroit this month.

Studying the findings, observers noted that the market for the new non-slip differential embraces every type of buyer. There is a surprisingly little difference in demand between buyers in the high, low and middle income groups or among the city, rural or suburban segments of the national population.

Nearly half of those surveyed said they had seen the non-slip differential mentioned in national advertising. Many were surprised that the price of the non-slip differential was so low, with all its benefits.

## Law Heads Hail Safety Differential

*Special to the Detroit Free Press*

SOUTH BEND, Ind. — Law enforcement agencies in South Bend and surrounding St. Joseph County have chalked up 800,000 miles of driving in cars equipped with Twin-Traction, safety non-slip differential.

Says Sgt. Peter J. Marko, of the South Bend Police Department motor pool:

"Our cars on patrol duty have to check unpaved parks and factory yards even in the worst weather. With Twin-Traction, we're getting the same dependable efficiency we get from other cars in the best weather."

And says Traffic Capt. Ellsworth Hartz, of the St. Joseph County Sheriff's department: "No trouble, no towing calls on rural roads during the recent blizzard or in axle-deep mud in last spring's thaw."

HARTZ ADDED that his patrol cars spend 75 per cent of their time on unpaved roads. The special differential also gives smoother, faster acceleration under all conditions and transmission maintenance costs have dropped, too, he said.

Twin-Traction is the name applied to the device by Studebaker-Packard Corp. • • • Most 1958 cars offer such a device as optional equipment under a variety of names.

## With A Non-Slip Differential, Power Goes To The Wheel That Grips

Slipping wheels are a nuisance, they're dangerous, and they're always annoying if you're stuck in mud, on ice, or in loose sand or gravel.

Now, with a non-slip differential you can put an end to slipping wheels. For, with a non-slip differential — power *always* goes to the wheel that can grip the road. Simple as it is, the non-slip differential is completely automatic.

When traction is uneven . . . such as on a muddy road or packed snow . . . the non-slip differential proportionately provides power according to the amount of traction available. The driver doesn't even notice this protective feature — except to note that the car doesn't swerve any more.

Here's the kind of all-weather driving safety that is particularly appealing to women. And, it's a convenience feature that's easy to demonstrate to anyone who has ever driven a car. All you need is a slick surface and a demonstrator equipped with a non-slip differential. For complete details on staging a simple, dramatic demonstration of the non-slip differential, write the Dana Corporation, Toledo 1, Ohio.

## Non-Slip Differential Makes Cars You Sell Perform Better In Any Weather

Whatever they are called in the car you sell, Non-Slip Differentials are the most impressive car-selling and good-will building demonstration devices you have had in a long time! Here's why:

Non-Slip Differentials end slipping, sliding and getting stuck in mud or sand if either rear wheel can catch hold.

Non-Slip Differentials end slipping on ice or wet hills and pavements if either wheel can catch hold.

Non-Slip Differentials end dangerous swerve and unbalance resulting from "wild wheel" hop and spin on rough, bumpy roads.

Non-Slip Differentials will make the cars you sell perform better in any weather . . . will keep your cars moving off the floor . . . will keep them moving on the highway.

Specify that your 1958 cars be delivered factory-equipped with the revolutionary Non-Slip Differential.

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Cleveland Automobile Dealers Assn., 1300 Schofield Bldg., 2014 East 9th St., Cleveland 15, Ohio. **R. EARL BURROWS,** exec. vice-pres.

Detroit Auto Dealers Assn., 4600 Cass Ave., Detroit 1, Mich. **BOYCE TOPE,** exec. vice-pres.

Honolulu Motor Car Dealers Assn., Kapiolani Bowl Bldg., Ward at Kapiolani Blvd., P.O. Box 1872, **ROBERT T. CARSON,** executive secy., dir. A.T.A.M.

Arizona Automobile Dealers Assn. 411 N. Central Ave. - Suite 622 Phoenix, Arizona - **CLINTON A. STEINHOFF,** manager.

Motor Car Dealers Assn. of Southern California, 8721 Sunset Blvd., Suite 300, Los Angeles, Calif., **CHARLES H. ELMENDORF,** executive secretary.

Colorado Automobile Dealers Assn., 507 Boston Bldg., Denver 2, Colo. **CLIVE BRADFORD,** gen. mgr.

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Connecticut Automotive Trades Assn., Inc., 410 Asylum St., Hartford 3, Conn., **CARL R. LANE,** exec. vice-pres.

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Illinois Automotive Trade Assn., Inc., 616 Ridgely Bldg., Springfield, Ill. **LES SANDER,** executive vice-pres.

Brooklyn and Long Island Automobile Dealers Assn., Inc., Hotel Granada, 268 Ashland Avenue, Brooklyn, N. Y. **HENRY EISENHAUER,** exec. vice-pres.

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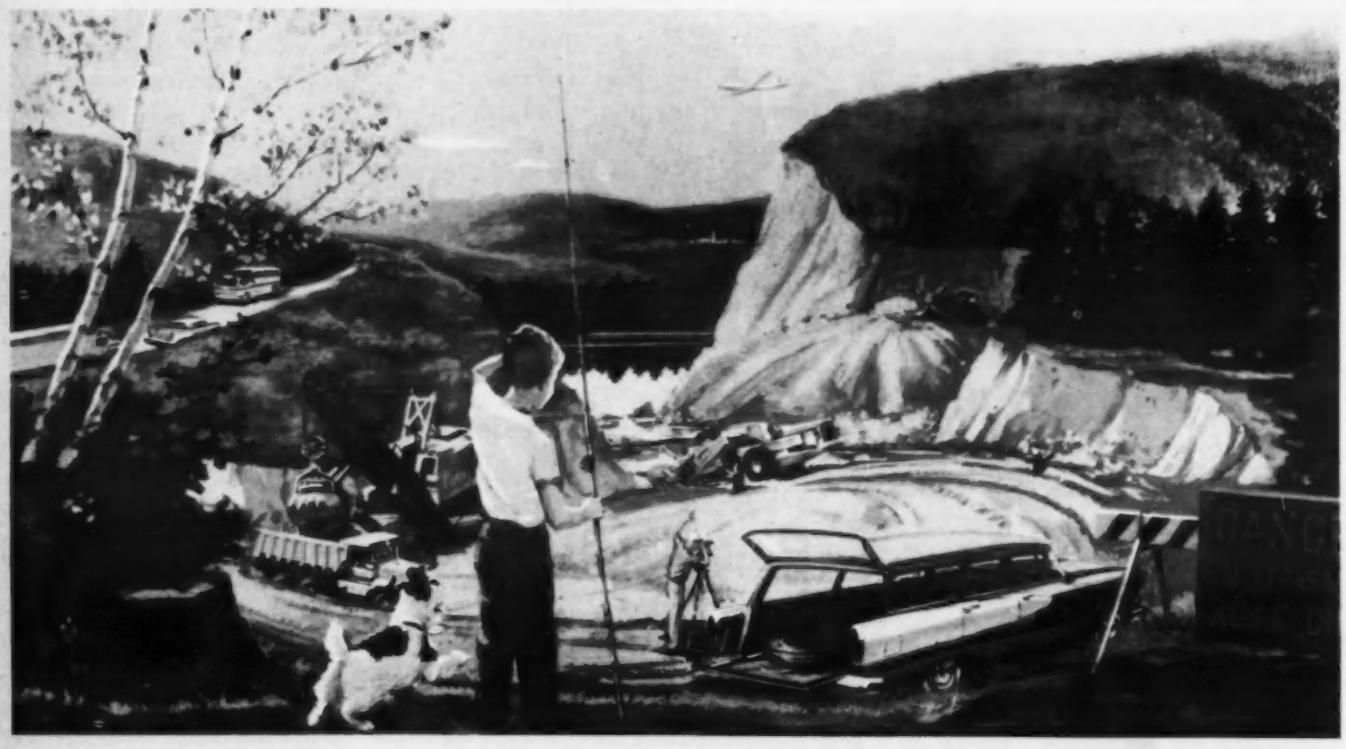
Automobile Dealers Assn. of Indiana, Inc., 224 N. Meridian, Indianapolis, Ind. **HERMAN SCHAEFER,** exec. vice-pres.



Iowa Automobile Dealers Assn., 415 10th St., Des Moines, Ia., **ALFRED W. KAHL,** exec. vice-pres.

Kansas Motor Car Dealers Assn., 214 W. Sixth Ave., Topeka, Kan., **ROSCOE HAMBRIC,** secy.-manager.

Kentucky Automobile Dealers Assn., Inc., 709-11 Republic Bldg., Louisville 2, Ky., **LEW ULLRICH,** managing director.

Louisiana Automobile Dealers Assn., Inc., 610 Industries Bldg., New Orleans 12, La. **JOHN O. HOFBAUER,** manager-director.

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NAPA

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Automobile Dealers Association of North Dakota, Inc., 320 Broadway, Fargo, N. D., **GEORGE DIXON**, manager.

Mississippi Automobile Dealers Assn., 730 Electric Bldg., Box 1551, Jackson, Miss. **CARL G. WALLACE**, manager.

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New Jersey Automotive Trade Assn., 60 Park Place, Newark 2, N. J., **OTTO P. HENNEBERGER**, business manager.

Rhode Island Automobile Dealers Assn., 50 Fountain St. Providence 3, R. I. **JOHN M. DUNNE**, president.

New Mexico Automotive Dealers Assn., 202 Tower Bldg., 510 Second St., N. W., Albuquerque, New Mexico. **NELSON T. TURNER**, gen. mgr.

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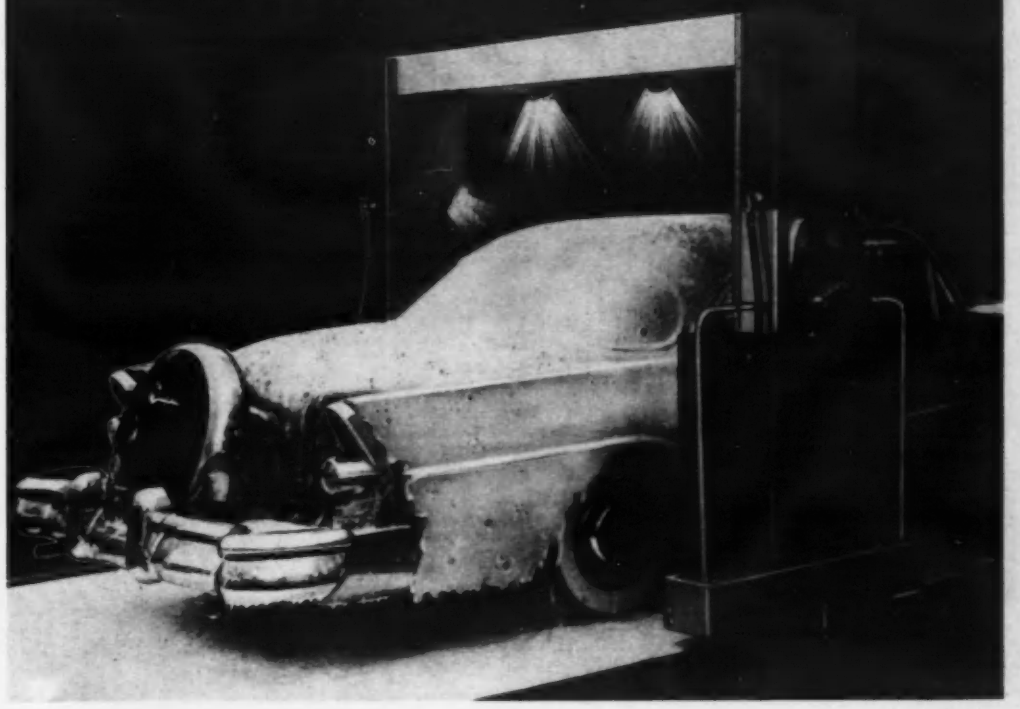

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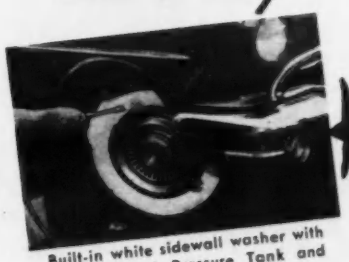

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Terrific for motor cleaning and making old cars look new.

***FIRST IN APPEARANCE*** . . . Caliron Vinyl Plastic laminated to Aluminum, Stainless Steel and Anodized Aluminum construction never needs repainting.

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**If you fail to give *any* automotive service you may lose customers to the competition. Car washing pays off with CAL/CAR BATH, keeps customers coming back . . . and they buy *all* your other services, too! Economical to own and maintain, fits into present wash bay without structural changes. Start "bathing" cars the profitable way with CAL/CAR BATH today!**

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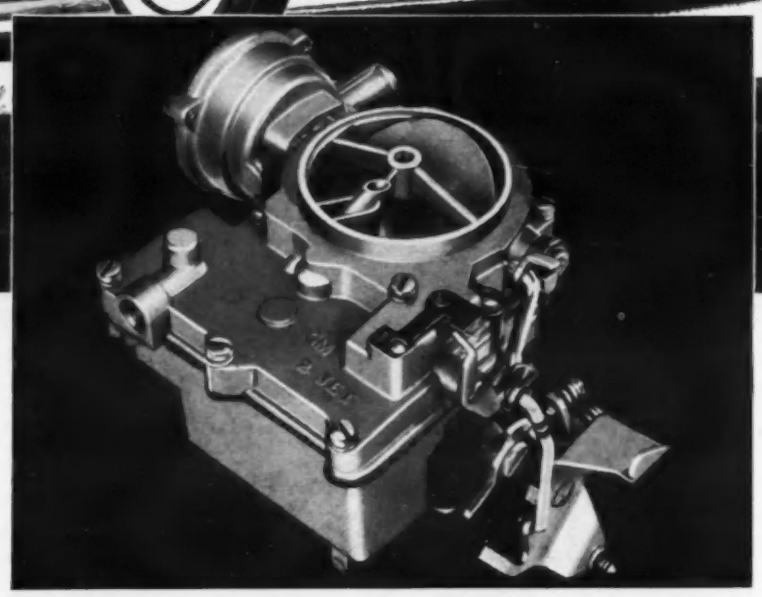

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Here's another reason why Oldsmobile has rocketed into first place in the Medium Price Class . . . the amazing ECON-O-WAY Carburetor! Motorists throughout the country have been clamoring for more economy—*and Olds has the answer!* This great fuel-saving carburetor is one of the most significant engineering advancements in Oldsmobile's 60-year history. ECON-O-WAY carburetion means plenty to Olds Dealers . . . especially in sales to those mileage-minded prospects! And it's just one of scores of new features with emphasis on prospect appeal that add up to *OLDSmobility!* No wonder, in '58 as never before, *it's smart to be with Olds!*

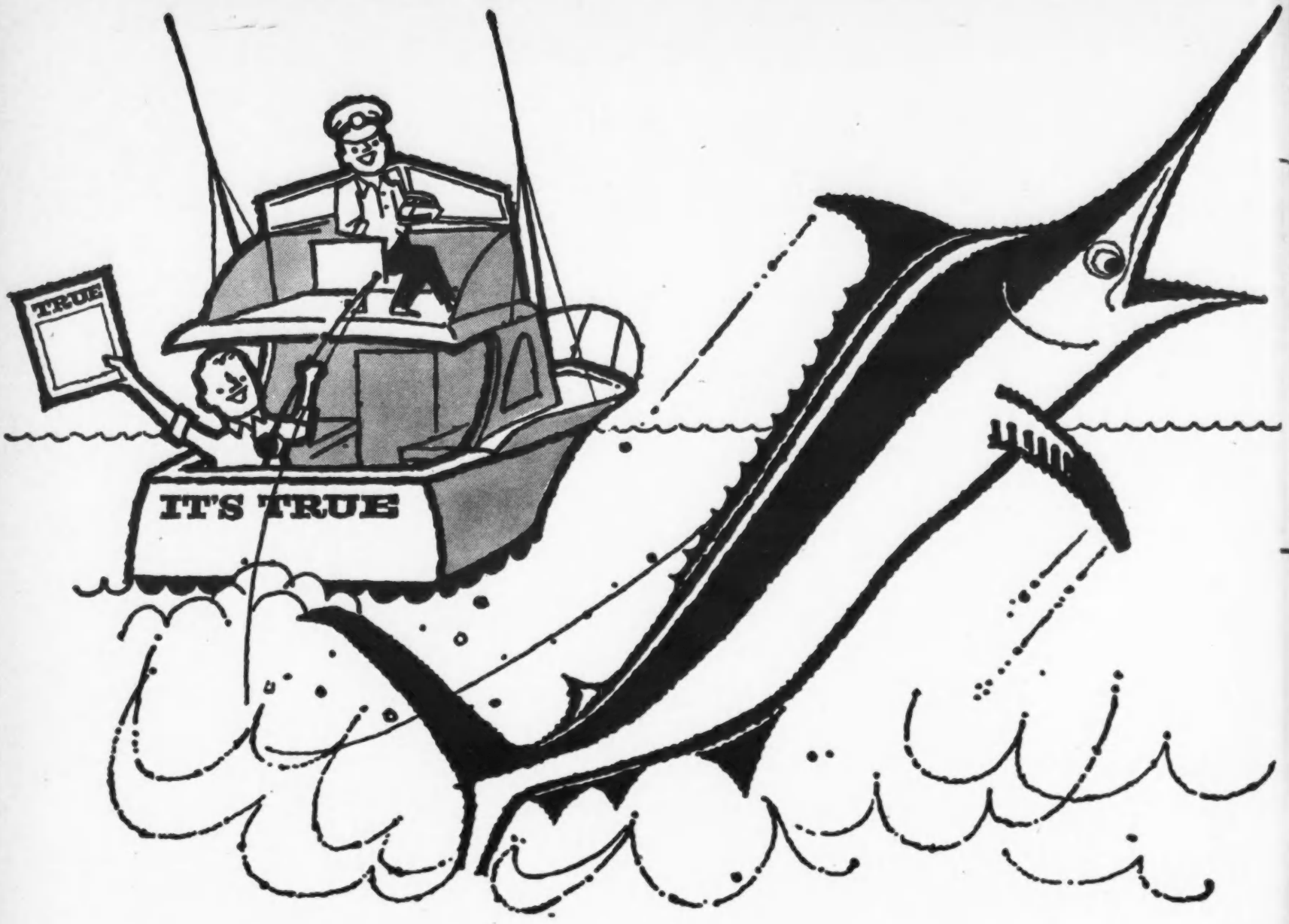
# OLDSMOBILE

DIVISION OF GENERAL MOTORS • LANSING, MICHIGAN

# HANDY GUIDE TO AUTOMOTIVE EXECUTIVES

(For more complete details, see each company's listing in Who's Who Section.)

| PASSENGER CARS | Chairman of Board | President | General Manager | Asst. General Manager | Vice-Pres. Charge of Manufacturing | Vice-Pres. Charge of Engineering | Vice-Pres. Charge of Styling | Vice-Pres. Charge of Sales | General Sales Manager | Car Sales Manager | Truck Sales Manager | Chief Engineer | Director of Purchasing | Service Manager | Parts and Accessories Manager | Director of Advertising | Advertising Manager | Director of Dealer Relations | Public Relations Manager |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| American Motors Corp. | George Romney | George Romney | Roy D. Chapin Jr. | X | X | R. H. Isbrandt | Edmund E. Anderson | John W. Raisbeck | V. E. Boyd | J. W. Watson W. B. Ramsey | X | Floyd Kishline | J. A. Lee | C. M. Tillinghast | C. C. McKellar | Fred W. Adams | E. B. Brogan | L. W. Stevens | Howard E. Hallas |
| Chrysler Corp. | X | Lester L. Colbert | X | X | R. S. Bright | James C. Zeder | Virgil M. Exner | X | X | X | X | Paul C. Ackerman | Emlyn Lloyd | P. B. Hopkins | H. H. Zeder | R. E. Forbes | X | C. L. Jacobson | James A. Baubie |
| Chrysler Division | X | E. C. Quinn | L. S. McCune | W. E. Foraker | G. T. Poirier | X | X | C. E. Briggs | X | X | X | R. M. Rodger | S. M. Baltzly Jr. | C. T. McClure | X | B. R. Durkee | H. A. Ault | J. T. Condon | R. J. Kelly |
| DeSoto Division | X | L. Irving Woolson | F. L. Bird | X | X | X | X | J. B. Wagstaff | X | X | X | A. E. Kimberly | D. W. Matzen | R. W. Utley | X | J. L. Wichert | R. L. Goodwin | X | Sam Petok |
| Dodge Division | X | M. C. Patterson | X | X | G. H. Stover | X | X | L. F. Desmond | X | B. M. Carter | X | R. D. Engle | D. L. Shakatko | M. R. Maurer | X | W. D. Moore | A. C. Thomson | X | Frank Wylie |
| Plymouth Division | X | John P. Mansfield | X | X | C. J. Demrick | X | X | J. W. Minor | X | X | X | A. W. Steckling | W. G. Embury | G. J. Cutler | X | L. T. Hagopian | W. A. Hammond | K. R. Porter | C. W. Craig |
| Ford Motor Company | Ernest R. Breech | Henry Ford II | X | X | D. J. Davis | A. A. Kucher | Geo. W. Walker | X | X | X | X | A. A. Kucher | E. G. Ward | X | J. S. French | Ben Donaldson | J. B. McMechan | Benson Ford | C. F. Moore |
| M-E-L Division | X | X | James J. Nance | Ben. D. Mills | D. J. Bracken | X | X | X | X | X | X | Harold C. MacDonald | C. S. Brown | E. D. Longenecker | E. A. Erickson | X | X | T. H. Holden | W. A. Maharry |
| Edsel | X | X | X | X | X | X | X | X | N. K. Van Derzee | X | X | X | X | X | X | X | Eldon E. Fox | X | X |
| Lincoln | X | X | X | X | X | X | X | X | J. E. Bayne | X | X | X | X | E. D. Longenecker | X | X | Bruce Miller | X | X |
| Mercury | X | X | X | X | X | X | X | X | J. E. Bayne | X | X | X | X | E. D. Longenecker | X | X | Harry L. Swan | X | X |
| Ford Division | X | X | J. O. Wright | C. R. Beacham | W. A. Folsom | X | X | X | W. J. Cooper | L. A. Iacocca | X | H. A. Matthias | C. E. Bosworth | Carl T. Doman | H. P. Hubbs | J. R. Bowers | J. R. Bowers | C. J. Seyffer | Holmes Brown |
| General Motors Corp. | Albert Bradley | Harlow Curtice | X | X | John J. Cronin | Chas. N. Chayne | Harley J. Earle | H. E. Crawford | X | X | X | X | X | Myrle E. St. Aubin | S. E. Skinner | X | X | X | Anthony G. De Lorenzo |
| Buick Division | X | X | Edward T. Ragsdale | James S. Hudgens | Donald F. Taylor | X | X | X | X | X | X | Oliver K. Kelley | Floyd J. Compson | E. J. Krause | Paul E. McCracken | Glenn Wilson | X | John G. Davies | Waldo E. McNaught |
| Cadillac Division | X | X | James M. Roche | X | X | X | X | X | Fredric H. Murray | X | X | C. Fred Arnold | John H. Lamb | Robert M. Phillips | John A. Dunn | W. T. La Rue | X | G. D. Sills | Clifford D. Merriott |
| Chevrolet Division | X | X | E. N. Cole | X | E. H. Kelley | X | X | X | W. E. Fish | X | X | H. F. Barr | E. F. Gormsen | E. L. Harrig | I. W. Thompson | W. G. Power | W. G. Power | Ivan X. Sarvis | J. L. Cutler |
| Oldsmobile Division | X | X | J. F. Wolfram | X | R. T. Rollis | X | X | X | V. H. Sutherlen | X | X | H. N. Metzel | T. E. Darnton | W. J. Buxton | J. H. Handley | L. A. Grobe | L. A. Grobe | W. O. Lampe | J. P. White |
| Pontiac Division | X | X | Semon E. Knudsen | X | B. E. Starr | X | X | X | F. V. Bridge | X | X | E. M. Estes | M. F. Rummel | H. T. Hales | A. L. Drury | X | W. E. Schoon | J. C. Jamieson | R. W. Emerick |
| Studebaker-Packard Corp. | X | H. E. Churchill | X | X | A. D. Whitmer | X | Duncan McRae | S. A. Skillman | S. A. Skillman | X | A. E. Fitzpatrick | E. J. Hardig | J. Soelch | R. B. Bender | B. G. Fecteau | X | J. W. Orr | Glenn Finney | W. C. Lockwood |
| **TRUCKS** | | | | | | | | | | | | | | | | | | | |
| Autocar | X | X | Karl A. Roesch | X | A. Gelpke | B. B. Bachman | X | X | Harry White | X | X | X | Gordon Stevens | X | X | X | X | X | X |
| Brockway | X | X | J. E. Cambria | V. A. Phillabaum | X | X | X | J. E. Cambria | J. E. Cambria | X | J. E. Cambria | F. M. Ambler | C. M. Bigelow | Alex Kerr | X | X | X | X | X |
| Chevrolet Truck | X | X | Herman P. Sattler | X | E. H. Kelley | X | X | X | W. E. Fish | X | J. E. Conlan | H. F. Barr | E. F. Gormsen | E. L. Harrig | I. W. Thompson | W. G. Power | W. G. Power | Ivan X. Sarvis | John L. Cutler |
| Corbitt | X | W. T. White | X | X | X | X | X | X | W. T. White | X | X | X | W. T. White | G. C. Morgan Jr. | X | X | X | X | X |
| Diamond T | E. J. Bush | Z. C. R. Hansen | Z. C. R. Hansen | X | T. J. Lopatka | R. C. Wallis | X | J. L. Krickl | X | X | X | X | Merrill Egeland | W. H. Hall | X | W. S. Baldwin | X | X | W. S. Baldwin |
| Divco | X | G. E. Mumo | X | X | X | X | X | R. H. Sjoberg | J. E. Dee | X | X | W. R. Chapman | E. J. Lubinski | X | X | X | D. F. Starr | X | D. F. Starr |
| Dodge Truck | X | M. C. Patterson | M. Aitken | X | J. S. Ross | X | X | L. F. Desmond | J. B. Naughton | X | E. A. McAdams | S. J. Tompkins | D. L. Shakatko | C. C. May | X | W. D. Moore | A. C. Thomson | X | Frank Wylie |
| Ford Truck | X | X | X | X | X | X | X | X | X | X | Wilbur Chase | F. E. Sandberg | X | X | X | X | X | X | X |
| Four Wheel Drive | Geo. E. Mallinckrodt | Robert A. Olen | X | X | Philip Larnino | G. D. Simonds | X | G. F. DeCoursin | X | X | X | Robert Stieg | Lloyd J. Pinkowsky | Charles J. Glocke | Clarence W. Piehl | Arthur J. Loach | X | X | Arthur J. Danley |
| GMC Truck | X | X | Philip J. Monaghan | X | T. E. Wilson | X | X | X | R. C. Woodhouse | X | X | C. V. Crockett | J. P. McManus | J. C. Marek | X | X | H. T. DeHart | W. L. Vande Water | B. W. Crandell |
| International-Harvester | J. L. McCaffrey | F. W. Jenks | R. M. Buzard | X | H. E. Gottberg | X | X | X | L. W. Pierson | X | X | W. D. Reese | R. A. Fischer | C. W. Leslie | J. C. Bulleit | M. F. Peckels | W. O. Maxwell | X | Dale Cox |
| Kenworth | X | Paul Pigott | R. D. O'Brien | X | X | X | X | X | L. T. Gerlach | X | X | R. C. Norrie | R. K. Maus | P. O. Kidder | X | X | E. P. Beezer | X | X |
| Mack | X | P. O. Peterson | X | X | X | X | X | E. G. Ewell | L. E. Minkel | X | X | W. M. May | J. M. Steffee | X | G. C. Grantham | X | X | X | X |
| Oshkosh | X | J. P. Mosling | X | X | X | X | X | X | O. B. Zimmerman | X | X | C. E. Sartwell | L. R. Jarvey | R. I. Mosling | X | X | X | X | X |
| Reo | X | X | John C. Tooker | X | X | X | X | X | J. L. Adams | X | X | Wm. M. Walworth | Charles J. Larkin | Robert M. Tullos | X | X | X | X | Vincent Gleason |
| Studebaker Truck | X | H. E. Churchill | X | X | A. D. Whitmer | X | Duncan McRae | S. A. Skillman | S. A. Skillman | X | A. E. Fitzpatrick | E. J. Hardig | J. Soelch | R. B. Bender | B. G. Fecteau | X | J. W. Orr | Glenn Finney | W. C. Lockwood |
| Walter | X | Clinton A. Misson | X | X | X | X | X | X | George R. Cooper Jr. | X | X | Maurice Walter | X | X | X | X | X | X | X |
| White | Robert F. Black | John N. Bauman | X | X | J. E. Adams | F. S. Baster | X | Paul E. Tobin | Noah Gresham | X | X | Paul Gillen | James T. Morrison | Wallace Pepin | X | William Peterson | Roy A. Fryer | X | Richard Stickel |
| Willys | X | Edgar F. Kaiser | S. A. Girard | X | E. C. McCleary | Sydney Taylor | X | X | C. A. Watson | X | X | George Harbert | L. S. MacKay | C. T. Scher | A. G. Lohr | C. W. Grinstead | Edward Reichard | X | M. R. Bishop |

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**Both.** The giant Black Marlin and TRUE, the man's magazine—each a giant in his particular realm—are on the move.

**TRUE** delivers 2¼ million primary readers—2¼ guaranteed ABC net paid circulation of MEN on the move. Men who earn more, spend more, really go places: you just name it, vacationing, golfing, boating, flying, hunting or fishing. Men building careers and families . . . readers right in the prime of their consuming life.

They like **TRUE's man-to-man, all facts editing** . . . give close attention to everything in "their" magazine. And you get this big market **without paying for waste circulation** at the mixed mass weekly prices. You sell for less to your best brand prospects: MEN.

**Take advantage of the young giant** in the mass magazine field. Enjoy the brand selling power of the leading man's magazine. Spend fewer dollars and reach 2¼ million MEN readers . . . men on the move. Plus over 1,200,000 Gals who don't miss an issue. **Buy TRUE,** top choice for advertisers selling to the big male market.

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Get the facts on who *really* makes the Purchases and Brand Selections of—

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in the TRUE reports by Daniel Starch & Staff in consultation with the Advertising Research Foundation.

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# Registrations prove Dodge has increased its share of heavy-duty-truck sales by 54%

**The Dodge share of heavy-duty-truck sales jumped a whopping 54% over the previous year—annual registration figures prove it! Here are the reasons why:**

### Great trucks!

Dodge *Power Giants* stand head and shoulders above other trucks in their class in *power, payload, economy* and *styling.*

### Dodge Truck Centers!

A network of Dodge Truck Centers helps Dodge dealers with truck sales, deliveries, truck parts, and service. It gives dealers these selling advantages, at no extra cost:

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- Convenient location of trucks for prompt delivery
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- Extensive truck parts inventory for super-fast service

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Dodge fleet and heavy-duty retail financing plans help dealers close sales to fleets and heavy-duty-truck operators.

Dodge Truck Centers and retail truck financing plans are additional forward steps to help Dodge dealers sell more trucks, and make *more profit* on truck sales. Dodge *is* getting a bigger share of the highly profitable heavy-duty-truck market. Find out how *you* can make more money selling Dodge *Power Giant* trucks!

**DODGE *Power Giants***

# Motor Vehicle Registrations in Various Countries

**As of January 1, 1957 or Latest Date Available**

*(Prepared by Automotive Div., Business and Defense Service Adm., Dept. of Commerce.)*

| COUNTRY | Passenger Cars | Taxicabs | Trucks | Buses | Total | Motor-cycles |
|---|---|---|---|---|---|---|
| **WESTERN HEMISPHERE** | | | | | | |
| Alaska | 45,700 | ..... | 16,600 | (2) | 62,300 | 358 |
| Antigua AA | 584 | 101 | 97 | 20 | 701 | 101 |
| Argentina | 334,195 | ..... | 165,900 | 17,000 | 517,095 | 76,320 |
| Bahamas (New Prov. only) | 4,443 | 190 | 1,780 | 24 | 6,247 | ..... |
| Barbados | 4,969 | 387 | 2,330 | 153 | 7,452 | 498 |
| Bermuda | 4,000 | ..... | 715 | 55 | 4,770 | 7,000 |
| Bolivia | 7,301 | 1,695 | 14,958 | 940 | 23,199 | 584 |
| Brazil | 306,009 | 73,085 | 306,300 | 18,963 | 631,272 | 36,490 |
| British Guiana AA | 6,088 | 1,400 | 2,211 | 83 | 8,382 | 499 |
| British Honduras AA | 402 | ..... | 333 | 3 | 738 | 185 |
| Canada | 3,250,000 | ..... | 1,060,000 | 13,500 | 4,323,500 | 3,500 |
| Chile | 47,958 | ..... | 49,485 | 4,657 | 102,100 | 4,800 |
| Colombia | 84,550 | ..... | 73,390 | 14,620 | 172,560 | 1,950 |
| Costa Rica | [3]9,760 | 980 | 5,985 | 1,060 | 16,805 | 2,000 |
| Cuba | 115,360 | 22,319 | 46,135 | 5,036 | 166,531 | 10,888 |
| Dominican Republic | 7,101 | 2,315 | 6,890 | 531 | 14,522 | 600 |
| Dominica | 215 | ..... | 181 | 63 | 459 | 94 |
| Ecuador | 5,022 | ..... | 14,421 | 1,790 | 21,233 | 2,000 |
| Falkland Islands | 147 | ..... | 101 | (2) | 248 | 206 |
| French Guiana AA | 830 | ..... | 380 | 30 | 1,240 | 130 |
| Greenland AA | 40 | ..... | ..... | 1 | 41 | ..... |
| Grenada AA | 835 | ..... | 175 | 130 | 1,140 | 150 |
| Guadeloupe AA | 5,000 | ..... | 2,775 | 1,450 | 9,225 | 1,725 |
| Guatemala AA | 17,072 | ..... | 10,267 | 1,981 | 29,320 | 4,271 |
| Haiti | 5,428 | ..... | 4,200 | 370 | 9,998 | 450 |
| Honduras | 3,320 | ..... | 3,827 | 149 | 7,296 | 207 |
| Jamaica | 20,610 | ..... | 7,800 | (2) | 28,410 | 1,425 |
| Martinique | 6,101 | 630 | 3,790 | 842 | 10,733 | 370 |
| Mexico | 332,418 | 23,889 | 268,973 | (2) | 601,391 | 10,000 |
| Montserrat AA | 106 | 21 | 17 | 12 | 135 | 12 |
| Netherlands Antilles: | | | | | | |
| Aruba | 5,500 | 29 | 512 | (2) | 6,012 | ..... |
| Bonaire | 72 | ..... | 40 | (2) | 112 | ..... |
| Curacao | [2]8,656 | 125 | [4]2,100 | 402 | 11,158 | 232 |
| Nicaragua | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. |
| Panama | 19,425 | ..... | (1) | (1) | 19,425 | 450 |
| Canal Zone | 13,523 | ..... | (1) | (1) | 13,523 | 324 |
| Paraguay | 4,000 | ..... | 2,600 | 310 | 6,910 | 332 |
| Peru | 89,000 | ..... | 48,300 | 5,600 | 142,900 | 2,649 |
| Puerto Rico AA | 73,530 | 14,400 | 30,343 | 749 | 104,622 | 2,473 |
| St. Kitts and Nevis AA | 440 | ..... | 140 | 70 | 650 | 135 |
| St. Lucia AA | 350 | ..... | 95 | 55 | 500 | 40 |
| St. Pierre-Miquelon | 60 | ..... | 65 | (2) | 125 | 121 |
| St. Vincent | 225 | ..... | 75 | (2) | 300 | 325 |
| Salvador, El | [2 4]12,164 | ..... | 4,917 | 928 | 18,009 | 880 |
| Surinam | 1,450 | ..... | 487 | 96 | 2,033 | 2,018 |
| Trinidad | 28,300 | 5,273 | 6,959 | 358 | 35,617 | 1,058 |
| United States | 54,332,295 | ..... | 10,625,536 | 254,679 | 65,212,510 | 460,000 |
| Uruguay | 52,310 | ..... | 46,000 | 1,990 | 100,300 | 5,000 |
| Venezuela | 205,167 | ..... | 93,150 | 8,970 | 307,287 | 11,000 |
| Virgin Islands | 2,590 | ..... | 1,127 | 16 | 3,733 | 67 |
| Total West'n Hemisphere | 59,474,621 | | 12,932,462 | 357,686 | 72,764,769 | 653,917 |
| **EUROPE** | | | | | | |
| Albania* AA | 1,000 | ..... | 2,000 | (2) | 3,000 | ..... |
| Austria 10/1/56 | 189,632 | ..... | 71,999 | 4,434 | 266,065 | [5]488,390 |
| Azores AA | 2,050 | ..... | 650 | (2) | 2,700 | 171 |
| Belgium | 517,220 | ..... | 176,300 | 3,939 | 697,459 | 203,125 |
| Bulgaria* AA | 6,000 | ..... | 10,000 | 1,700 | 17,700 | ..... |
| Cyprus | 12,792 | 1,222 | 6,325 | (2) | 19,117 | 5,380 |
| Czechoslovakia* AA | 110,000 | ..... | 75,000 | 3,500 | 188,500 | 160,000 |
| Denmark | 383,994 | ..... | 131,087 | 4,193 | 519,274 | 151,823 |
| Faroe Islands* | 163 | ..... | 278 | 9 | 450 | 109 |
| Finland | 102,371 | ..... | 61,545 | 4,927 | 168,843 | 59,000 |
| France | 3,642,000 | ..... | 1,330,000 | 31,900 | 5,003,900 | 1,950,000 |
| Germany, Western | 1,623,700 | ..... | 487,500 | 22,200 | 2,133,400 | 1,636,500 |
| Gibraltar AA | 2,731 | ..... | 331 | 76 | 3,138 | 393 |
| Great Britain | 4,097,250 | 29,000 | 1,246,000 | 78,936 | 5,422,186 | 1,344,000 |
| Greece AA | 23,012 | 5,249 | 24,629 | 5,386 | 53,027 | 11,767 |
| Hungary* AA | 15,000 | ..... | 28,000 | 2,000 | 45,000 | 5,300 |
| Iceland AA | 7,433 | ..... | 8,180 | 360 | 15,973 | 350 |
| Ireland AA | 140,433 | ..... | 43,112 | 1,372 | 184,917 | 26,539 |
| Italy 11/57 | 1,076,000 | ..... | 384,000 | 20,000 | 1,480,000 | [5]3,131,610 |
| Luxembourg | 24,100 | ..... | 7,200 | 345 | 31,645 | 9,354 |
| Malta AA | 10,259 | ..... | 3,035 | 597 | 13,891 | 2,070 |
| Monaco | 4,259 | ..... | 399 | (2) | 4,658 | 1,520 |
| Netherlands 7/1/56 | 315,400 | ..... | 118,300 | 7,100 | 440,800 | [5]695,000 |
| Northern Ireland | 93,000 | ..... | 27,000 | 1,550 | 121,550 | 25,000 |
| Norway AA | 136,110 | ..... | 89,803 | 4,800 | 230,713 | 76,000 |
| Poland* AA | 30,000 | ..... | 60,000 | 2,000 | 92,000 | 30,000 |
| Portugal | 108,500 | ..... | 47,756 | (2) | 156,256 | 31,000 |
| Rumania* | 6,500 | ..... | 16,000 | 2,000 | 24,500 | 5,300 |
| Spain | 152,610 | 28,542 | 105,853 | 9,599 | 268,062 | 178,536 |
| Sweden | 735,000 | ..... | 111,200 | 8,500 | 854,700 | 400,000 |
| Switzerland | 320,120 | ..... | 44,600 | 2,510 | 367,230 | 235,400 |
| U.S.S.R.* AA | 400,000 | ..... | 2,700,000 | 30,000 | 3,130,000 | ..... |
| Yugoslavia | 13,500 | 933 | 23,590 | 2,360 | 39,450 | 15,600 |
| Total Europe | 14,302,139 | | 7,441,672 | 256,293 | 22,000,104 | 10,879,237 |

| COUNTRY | Passenger Cars | Taxicabs | Trucks | Buses | Total | Motor-cycles |
|---|---|---|---|---|---|---|
| **ASIA** | | | | | | |
| Afghanistan | 550 | ..... | 5,500 | 110 | 6,160 | 10 |
| Aden | 4,255 | 191 | 1,623 | 90 | 5,968 | 388 |
| Arabia | 23,423 | ..... | 28,952 | 995 | 53,370 | 165 |
| Bahrein Islands | 1,357 | ..... | 11,000 | (2) | 12,357 | ..... |
| British North Borneo | 1,110 | ..... | 987 | (2) | 2,097 | ..... |
| Burma AA | 14,900 | ..... | 9,300 | 5,400 | 29,600 | 2,980 |
| Ceylon 11/30/56 | 59,167 | ..... | 17,385 | 4,942 | 81,494 | 11,455 |
| China | 24,450 | ..... | 96,000 | 2,790 | 12,324 | 950 |
| Formosa (Taiwan) AA | 4,201 | ..... | 4,938 | 2,433 | 11,572 | 2,000 |
| Hong Kong | 19,591 | 627 | 4,858 | 644 | 25,093 | 1,544 |
| India | 184,561 | 14,650 | 105,296 | 42,006 | 331,863 | 33,927 |
| Indochina (French) AA | 41,977 | ..... | 16,496 | 211 | 58,684 | 435 |
| Indonesia, Republic of | 68,500 | ..... | 46,000 | 10,200 | 124,700 | 84,500 |
| Iran | 39,560 | ..... | 27,500 | (2) | 67,060 | 3,400 |
| Iraq | 18,500 | ..... | 8,800 | 3,100 | 30,400 | 1,900 |
| Israel | 17,585 | ..... | 20,042 | 2,049 | 39,676 | 13,246 |
| Japan 9/1/56 | [6]161,000 | ..... | [6]745,600 | 37,400 | 944,000 | [5]1,000,000 |
| Jordan | 4,985 | ..... | 3,400 | 769 | 9,154 | 300 |
| Korea, Republic of | 2,900 | ..... | 10,600 | 2,544 | 16,044 | 555 |
| Lebanon 9/56 | 25,095 | ..... | 4,784 | 1,322 | 31,201 | 950 |
| Macau AA | 350 | ..... | 78 | (2) | 428 | ..... |
| Malaya, Federation of | 63,151 | 3,384 | 21,499 | 2,326 | 86,976 | 19,642 |
| Pakistan | 33,500 | ..... | 12,500 | 850 | 46,850 | 6,900 |
| Philippine Islands | 53,500 | ..... | 47,900 | (2) | 101,400 | ..... |
| Palestine | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. |
| Sarawak 4/1/56 | 745 | ..... | 440 | (2) | 1,185 | ..... |
| Singapore | 45,269 | 1,964 | 10,760 | 1,245 | 57,274 | 9,000 |
| Syria AA | 14,097 | ..... | 11,524 | 1,646 | 27,267 | 1,300 |
| Thailand AA | 27,076 | ..... | 17,025 | 7,800 | 51,901 | 9,752 |
| Turkey | 29,970 | ..... | 34,459 | 6,848 | 71,277 | 10,135 |
| Total Asia | 985,325 | | 1,325,246 | 137,720 | 2,448,291 | 1,215,435 |
| **OCEANIA** | | | | | | |
| Australia | 1,574,508 | ..... | 735,616 | 8,000 | 2,318,124 | 165,200 |
| Cook Islands AA | 170 | ..... | 306 | (2) | 476 | 233 |
| Fiji Islands | 3,400 | 495 | 3,000 | 236 | 6,636 | ..... |
| Guam AA | 7,836 | ..... | 2,982 | 25 | 10,843 | 460 |
| Hawaii AA | 162,400 | ..... | 27,100 | 715 | 190,215 | 2,730 |
| New Caledonia | 3,090 | ..... | 1,958 | ..... | 5,048 | 300 |
| New Guinea—Papua | 2,481 | ..... | 2,680 | (2) | 5,161 | ..... |
| New Zealand | 430,300 | 4,255 | 145,538 | 2,991 | 578,829 | 22,000 |
| Samoa | 65 | ..... | 100 | 20 | 185 | 185 |
| Society Islands | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. |
| Trust Territory | 116 | ..... | 85 | 2 | 203 | 201 |
| Total Oceania | 2,184,366 | | 919,365 | 11,989 | 3,115,720 | 191,309 |
| **AFRICA** | | | | | | |
| Algeria | 101,575 | ..... | 55,000 | (2) | 156,575 | 35,000 |
| Angola | 15,250 | ..... | 8,900 | (2) | 24,150 | 5,500 |
| Belgium Congo | 28,840 | ..... | 25,622 | 390 | 54,852 | 2,608 |
| British East Africa AA | 83,057 | ..... | 35,499 | 2,617 | 121,173 | 3,083 |
| British Somaliland AA | 108 | ..... | 865 | (2) | 973 | ..... |
| British West Africa: | | | | | | |
| Gambia | 395 | ..... | 682 | (2) | 1,077 | 1,100 |
| Gold Coast | 14,000 | ..... | 18,575 | 220 | 32,795 | 940 |
| Nigeria | 18,850 | ..... | 19,000 | (2) | 37,850 | 3,150 |
| Sierre Leone | 3,410 | ..... | 2,000 | 555 | 5,965 | 325 |
| Canary Islands AA | 5,510 | ..... | 3,735 | 547 | 9,792 | 300 |
| Cape Verde Islands AA | 168 | ..... | 72 | (2) | 240 | 100 |
| Egypt | 73,725 | 1,462 | 18,770 | 5,738 | 98,233 | 12,010 |
| Ethiopia AA | 10,073 | ..... | 7,301 | 248 | 17,622 | 900 |
| French Cameroons AA | 6,460 | ..... | 14,200 | 790 | 21,450 | 2,380 |
| French Equitorial Africa AA | 7,025 | ..... | 13,090 | 137 | 20,252 | 1,345 |
| French Somaliland AA | 815 | ..... | 244 | (2) | 1,059 | 60 |
| French West Africa | 25,730 | ..... | 40,130 | 1,699 | 67,559 | 14,082 |
| Liberia | 1,800 | ..... | 1,900 | (2) | 3,700 | 15 |
| Libya | 6,500 | ..... | 950 | (2) | 7,450 | 760 |
| Madagascar | 15,710 | ..... | 19,135 | 330 | 35,175 | 1,310 |
| Maderia | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. |
| Mauritius AA | 6,426 | ..... | 1,770 | 290 | 8,486 | 468 |
| Morocco | 130,000 | ..... | 53,000 | 2,450 | 185,450 | 1,550 |
| Mozambique | 16,620 | ..... | 6,460 | (2) | 23,080 | 2,250 |
| Nyasaland | 4,000 | ..... | [2]2,880 | 71 | 6,951 | 800 |
| Reunion Island | 6,290 | ..... | 1,860 | (2) | 8,150 | 714 |
| Rhodesia (North & South) | 74,015 | ..... | 41,498 | 965 | 116,478 | ..... |
| St. Thomas Principe AA | 129 | ..... | 109 | 2 | 238 | 65 |
| Seychelles Islands AA | 197 | ..... | 54 | ..... | 251 | 25 |
| Somalia | 1,700 | ..... | 3,590 | 41 | 5,331 | 700 |
| Sudan | 7,540 | ..... | 9,828 | 380 | 17,748 | 500 |
| Tunisia | 37,296 | ..... | 16,207 | (2) | 53,503 | [5]8,413 |
| Union of South Africa | 629,043 | ..... | 182,000 | 5,850 | 816,893 | ..... |
| Total Africa | 1,332,257 | | 604,926 | 23,318 | 1,960,501 | 108,453 |

n.a. Not Available
AA Source American Automobile
* Iron Curtain Countries
[1] Included with Passenger Cars
[2] Included with Trucks
[3] Included with Station Wagons
[4] Includes Jeeps
[5] Includes Motor Scooters and Bicycles with Motors
[6] Includes 3-Wheel Passenger Cars and 3-Wheel Trucks

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*Colorgravure advertising in*

## *Family Weekly*

reaches every prospect in 173 key markets . . .

selling your cars with FULL COLOR IMPACT!

Color sells automobiles. And in FAMILY WEEKLY you get the combined impact of top color reproduction with saturation of a giant Supercity market.

FAMILY WEEKLY has 20% or better family coverage in 556 counties. It's read by 6 out of 10 families in this national market where over 15.4% of all the passenger cars in the U.S. are registered and driven. It's a big market . . . a booming market . . . a market that FAMILY WEEKLY delivers with unique LOCAL IMPACT.

Your dealers read FAMILY WEEKLY, too. They know the effectiveness of FAMILY WEEKLY and their local newspaper in selling their local prospects. They have learned the importance of tying-in with factory advertising with where-to-buy-it ads hitting simultaneously in the local newspaper. Their tie-ins with advertising in FAMILY WEEKLY continue to build maximum exposure for leading automobile advertisers.

Ask your nearby FAMILY WEEKLY representative for the full facts on its coverage, impact and proved performance in a Supercity of mighty middle markets. When you hear the full details, you'll readily understand why FAMILY WEEKLY is the fastest-growing of the Big Four Sunday Supplements— and one of the most important national media for your automotive advertising. Ask any FAMILY WEEKLY representative for complete list of distributing newspapers . . . ask to see the FAMILY WEEKLY acetate maps of the Big Four Sunday magazines.

**FAMILY WEEKLY MAGAZINE, Inc.**

Leonard S. Davidow, *President and Publisher* "Pat" Patterson, Detroit Manager

3-223 GENERAL MOTORS BUILDING, DETROIT 2

NEW YORK 22: 405 Park Avenue
CHICAGO 1: 153 North Michigan Avenue
CLEVELAND 15: 604 Hanna Building
LOS ANGELES 5: Blanchard-Nichols, Assoc., 633 South Westmoreland Avenue
SAN FRANCISCO 4: Blanchard-Nichols, Assoc., 33 Post Street
MIAMI 32: J. Bernard Cashion, Chamber of Commerce Bldg.

*The world's largest market that can be reached in such depth with a single medium.*

BLANKETING 173 MARKETS WITH 4,265,250 CIRCULATION

*to your big, year-round customer in*

**OHIO, MICHIGAN, PENNSYLVANIA**

**He's a big user of equipment** — averaging 1.2 passenger cars, .62 trucks, 1.47 tractors owned per farm — according to subscriber survey.

**He's a year-round buyer** — Highly diversified farming and many big, nearby urban markets give him 12 good money months. He's a top-third man in U.S. farm income.

**You reach him best where he gets STRAIGHT-LINE editing.** Ohio, Michigan and Pennsylvania farmers look first and longest at their state farm papers for "information about new farm practices." The Ohio Farmer, for example, is preferred nearly 2 to 1 over the next farm magazine according to an Ohio Agricultural Experiment Station survey just released.

**STRAIGHT-LINE Advertising Service** is available, too. Local action photos; local testimonials; local field reports; local prices, terms, down payments; local dealer and distributor addresses and coupon returns — all these help your advertising take a STRAIGHT LINE to the point of sale. We can quickly strip them into your ads because of our gravure printing.

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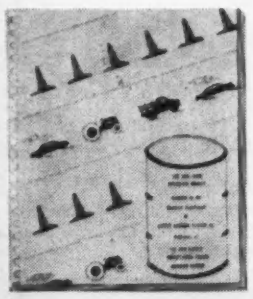

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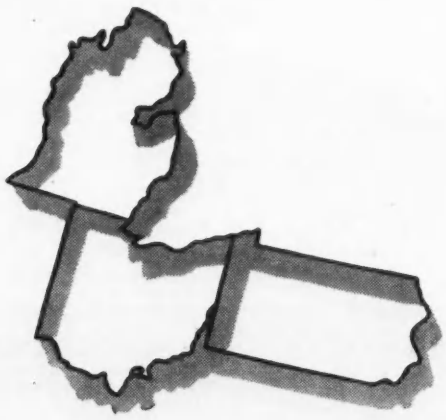
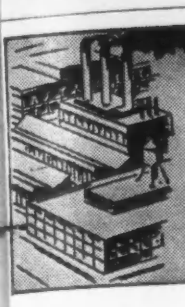


**The OHIO FARMER • MICHIGAN FARMER • PENNSYLVANIA FARMER**



# WHO'S WHO IN THE AUTOMOTIVE INDUSTRY

*A Complete Roster of the Manufacturers of Passenger Cars, Trucks, Parts and Accessories, Products Made, Officers, Detroit Representatives and Advertising Agents*

In revising its Who's Who listing for this Almanac, Automotive News has spared no effort to make it the most complete and accurate directory of the industry available. Listings have been supplied, or corrected, by the officers of the corporations themselves. We would appreciate having any errors called to our attention so that they may be corrected in later issues.—The Editors.

## A

**AC SPARK PLUG DIV. of General Motors,** 1300 N. Dort highway, Flint 2, Mich. Air cleaners and gauges; ammeters, backfire deflectors; carburetor intake silencers, crankcase breathers; flexible shaft assemblies; fuel oil filters; fuel and vacuum pumps; fuel strainers; gasoline gauges, strainers; ignition cable terminals; instruments, instrument panels; oil filters; elements; oil gauges; radiator pressure caps; spark plugs, cleaners, tools; testers; speedometers, speedometer and tachometer drive adaptors; tachometers; thermo gauges; vacuum pumps; voltmeters. Joseph A. Anderson, gen. mgr.; H. L. Curtis, wks. mgr.; S. O. Pratt, compt.; Edgar H. Francois, sales mgr., replacement products; O. F. Frost, asst. gen. sls. mgr.; W. J. Oldfield, dir. adv. and sales prom.; Robert S. Johanson, dir. of pub. rel.; C. Harold Munson, serv. mgr.; Joseph K. Decker, dir. of purch.; G. R. Fitzgerald, dir. of engng. and equip. sales; William Tobin, cf. engr., automotive products; Bruce H. Schwartz, cf. engr., military products; W. A. Bychinsky, asst. chief engr. chge. motor group; Karl Schwartzwalder, dir. of research; R. H. Estes, dir. of indl. relations; G. A. Smith, prod. control mgr.; H. L. Roat, mfg. mgr.; L. M. Steward, dir. of quality control; C. L. Johnson, dir. of production engng.; K. K. McGarvey, mgr. equip. sales; J. W. Stack, dir. military sales and contracts. **Adv. Agey.**—D. P. Brother & Co., Inc., Detroit, Mich. V. W. Canever, acct. exec.

**AP PARTS CORP., 1801 Spielbusch, Toledo** 1, O. Mufflers, exhaust pipes, tailpipes for cars, tractors, trucks, including heavy duty; fiberglas packed mufflers, dual exhaust systems, muffler and pipe clamps, muffler and pipe brackets; muffler remover tools. Paul Putman, pres.; B. W. Lang, vice-pres., dir. pur.; F. M. Coburn, secy.; Ted Ulmer, vice-pres. in charge of adv. and sales; Skip Stivers, sales mgr.; John J. Nopper, mgr., Miracle Power aviation sales; J. Snett, mgr., Miracle Power ind. sales; Albert Joseph, adv. mgr.; Al Sawicki, traf. mgr. **Det. Rep.**—Wm. Kerr. **Adv. Agey.**—Gray & Rogers, Philadelphia, Pa., Sherman Landers, acct. exec.

**A. L. F. BODY CORP**—formerly Herman Body Co. (wholly-owned subsidiary of American LaFrance, Elmira N. Y.) 4400 Clayton Ave., St. Louis 10, Mo. Refrigerated and standard forward control and flat face cowl delivery bodies, rear unit van type delivery bodies, special requirement bodies, deck, pallet and trailer bodies for bottlers and brewers. Joseph C. Esher, vice-pres. and gen. mgr.; W. C. Irish, gen. sales mgr.; I. W. Busse, asst. gen. sales mgr.; H. Windler, compt.; T. A. Wall, chief engr.; E. Brewer, works mgr.; F. Nischbach, plant supt.; div. sales mgrs.—W. K. Rott, B. W. Mayfield; D. Halbrook, pur. agt. **Adv. Agey.** — Martine Flaugher; Cable Address, Alfbody.

**A. R. A. MFG. CO.,** 1041 Foch st., Ft. Worth 7, Tex. Refrigerated automobile air conditioners. J. O. Toler, pres.; D. A. Brown, vice-pres.; A. L. Voggenthaler, vice-pres.; J. H. Mairs, secy-treas.

**ACCO EQUIPMENT DIV.,** American Chain & Cable Co., Inc., 1100 E. Princess st., York, Pa. Hydraulic presses, chain hoists. W. F. Wheeler, chmn. of bd.; C. N. Johns (N. Y.), pres.; E. J. Williams, Henry Ervin (N. Y.), vice-pres.; A. C. Laske, (N. Y.), secy.-treas.; E. C. Mabbs, (York, Pa.) mgr.; E. V. Creach (Bridgeport), adv. mgr. **Adv. Agey.**—Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, Acct. Exec.

**ACCURATE PRODUCTS, INC.,** 720 E. Washington st., Indianapolis 2, Ind. Gas tank caps, battery holdowns, uni. joint parts, brake shoe parts, water dist. tubes, metal stampings. Chas. H. Woods jr., pres. and treas.; G. B. Johnson, vice-pres.; Mary F. Woods, secy.; H. Olvey, wks. mgr. **Det. Rep.**—B. L. Maas. **Adv. Agey.**—Gary Ruben Co., Indianapolis, Ind.

**ACCURATE-RENU CLUTCH DIV.,** 168 N. Michigan Ave., Chicago 1, Ill. Clutch sets, clutch plates; clutch parts, pressure plates, rebuilding equipment, service tools; C. A. Klaus, dir. of sales; M. Robt. Wolfson, adv. and sales prom. mgr.

**ACHESON COLLOIDS CO., Div. of Acheson Industries, Inc.,** 1935 Washington ave., Port Huron, Mich. Dispersions, lubricants, colloidal graphite. Howard A. Acheson, pres.; R. Szymanowitz, exec. vice-pres.; P. C. Buck, M. W. Reynolds, vice-presidents; J. C. Sprague, secy.-treas.; L. H. Miller, cont. and pur. agt.; Dr. H. J. Dawe, research dir.; A. Olsson, sales mgr. **Det. Rep.**—F. Zajac, 3000 E. Grand blvd. **Adv. Agey.**—The Jaqua Co., Grand Rapids, Mich. Gustav Richter, acct. exec.

**ACKLIN STAMPING CO.,** 1925 Nebraska ave., Toledo 7, O. Stampings and pressed metal assemblies, including brake supports, transmission and clutch parts, Alvin E. Seeman, gen. mgr.; Ralph Meyer, treas.; Harry F. Smith vice-pres.; R. K. Sterling, sales mgr.; Carl Recker, pur. agt.; Robert Braunschweiger, asst. pur. agt.; Philip C. Wood, wks. mgr.; Paul Weizbacher, traf. mgr.

**ACME AIR APPLIANCE CO., INC.,** 205 Newman st., Hackensack, N. J. Valve cores, tire pressure gauges, driveway signals, airline gauges, valve caps, air storage tanks, couplings, fittings, vulcanizers, drain cocks, signal tubing, air hose, fishing tools, couplers. Harry Perlman, pres., gen. mgr., pur. agt.; Paul Jerome Perlman, sales mgr.; Morris Perlman, treas.; S. Garr, pub. rel. and adv. mgr.; Paul Schmid, chief engr. **Det. Rep.** — Mark L. Berman, 2722 Webb ave. **Adv. Agey.**—Marvic Co., 861 Manhattan ave., Brooklyn 22, N. Y.

**ACME INDUSTRIAL CO.,** 200-222 North Laflin st., Chicago 7, Ill. Standard drill jig bushings, carbide drill jig bushings, dowel pins, micrometers, bench centers, hardened and ground parts and assembly to order. Adam Gabriel, pres.; Verne E. Milde, vice-pres., secy.; Adam F. Gabriel, vice-pres. engrg. and prod.; Warner T. Bracken, vice-pres. and sales mgr.; Wm. R. Kreiss, Jack Johnson, asst. sales managers; Arthur G. Kozacka, chief engr.; Eric Ladewig, factory supt.; Herbert Straus, pur. agt.; Gerald Cichon, ind. rel. mgr. **Det. Rep.**—Superior Detroit Co., 8530 Grand River ave., Detroit 4, Mich. **Adv. Agey.**—Henri, Hurst & McDonald, 220 N. LaSalle st., Chicago, Ill. Ken Ricketts, acct. exec.

**ACME QUALITY PAINTS, INC.,** 8250 St. Aubin ave.; Detroit 11, Mich. For production use: primers, surfacers, metallic finishes in lacquer and synthetic quality, lacquer enamels, synthetic enamels. For refinishing; undercoats, synthetic enamels, lacquers, proxlin lacquers, fleet-x synthetic enamels. A. W. Steudel, pres.; G. H. Robertson, vice-pres., gen. mgr.; W. A. Hoyer, asst. treas. and comptroller; A. H. MacNabo, secy. and gen. credit mgr.; H. D. Lester, treas.; J. A. Hutchinson, prod. mgr.; L. J. O'Doherty, dir. of auto. sales; H. Schroeder, mgr. indust. automotive; A. W. Stern, gen. sales mgr. automotive refinishing sales; F. J. Schulte, adv. prom. mgr.; A. Fortune, sales prom. mgr.; G. H. Hicks, factory mgr.; Leonard Smith, plant engr.; J. Hart, A. Saunders, asst. purch.; G. Parsons, traf. mgr. **Adv. Agey.**—Holden, Chapin, LaRue, Detroit, Mich. R. LaRue, acct. exec.

**ACME RUBBER MFG. CO.,** 5024 Hampton st., Los Angeles, Calif. Factories—Trenton 6, N. J. Heavy duty radiator, flexible neoprene radiator hose, gasoline pump hose, garage exhaust hose, truck heater, windshield wiper, vacuum gearshift, air and booster brake, defroster-air intake, car heater, air and steam cleaner hoses, all types of water hose and truck splash guards. A. M. Kahn, pres.; L. J. Howell, vice-pres. and gen. mgr.; Bob Weber, works mgr.; J. V. Carlin, gen. sales mgr.; M. J. Weintraub, automotive sales mgr.; B. W. Ross, Western Div. mgr.

**ACME SPECIALTY MFG. CO., THE,** Smead and Monroe, Toledo 6, O. Car, truck and bus mirrors. Robert T. Skilliter, pres. and sales mgr.; J. Milton Hannes, vice-pres.; Walter J. Bohn, chief engr. and pur. agt.; I. Heger, asst. sls. mgr.; Donald B. Skilliter, prod. mgr.

**ADELL CO.,** 7500 Intervale, Detroit 38, Mich. Dor-Gards (molding on edge of door), windshield washer solvent. R. Adell, pres.; F. Adell, vice-pres. and secy.-treas.; M. Adell, secy.; M. Jacobs, sales mgr. **Adv. Agey.**—Schurgin & Associates, Detroit, Mich. A. Schurgin, acct. exec.

**ADRONICS, INC.,** 271 Grove Ave., Verona, N. J. Auto radio antenna, commercial antenna, high and low frequency, support masts up to 50 ft., patch cord and cable assembly, Courtesy, trunk and glove compartment lights. W. A. Robinson, pres. & sales mgr.; E. L. Robinson, secy.; G. L. Burggraf, vice-pres.; William F. Lampe, treas. and purch. agent.

**AD-SELLS SPECIALTY CO.,** 37 Hillside ave., Hillside, Ill. Key cases and advertising specialties for automobile dealers. M. E. Frost, owner; George Dunn, gen. mgr.; L. S. Baker, adv. mgr.

**AEROIL PRODUCTS CO., INC.,** Wesley st., South Hackensack, N. J. Steam cleaners, hot and cold dip cleaning tanks, vapor degreasers, automotive spray outfits, radiator descalers, radiator test benches, metal parts washers. M. M. Yarrington, dir. of sales.

**AERONCA MANUFACTURING CORP.,** 1712 Germantown rd., Middletown, O. Manufacturer of airframe components, assemblies and parts; jet engine components and assemblies; specializes in metal bonding, and fabrication of brazed stainless steel honeycomb elements. Electronic development and production at Baltimore Facility, Hilltop and Frederick rds., Baltimore 28, Md. John A. Lawler, pres.; S. H. Badgett, vice-pres., operations; S. J. Kuderer, secy.-treas., and head administrative services; R. F. Hermes, vice-pres., technical services; W. W. Ford, vice-pres., planning and diversification; R. M. Paul, dir., materials; Len Kahny, pur. agt.

**AEROQUIP CORP.,** 300 South East ave., Jackson, Mich. Flexible hose assemblies, reusable fittings, self-sealing couplings, breakaway couplings. Peter F. Hurst, pres.; Charles Hollerith, vice-pres.; F. W. Corwin, secy.; B. A. Main jr., vice-pres., engrg.; Wayne G. English, treas.; W. F. Riggs, ind. sales mgr.; Kent Manning, gen. mgr., Jackson div.; J. R. Roberts, adv. mgr.; W. Cowan, traf. mgr. **Adv. Agey.**—The Fred M. Randall Co., Detroit, Mich.

**AETNA BALL AND ROLLER BEARING CO., Div. of Parkersburg-Aetna Corp.,** 4600 Schubert ave., Chicago 39, Ill. Standard and special ball thrust bearings, angular contact bearings, ball retainers, hardened and ground washers, sleeves, bushings, roller bearing, rollers and miscellaneous precision parts. J. J. Rozner, exec. vice-pres.; H. F. Wendt, sales dept. mgr.; J. E. Dillon, chief engr.; H. V. Fox, plant supt.; G. M. Karns, pur. agt.; K. Cowan, plant. mgr. **Det. Rep.**—Sam T. Keller, 1212 Fisher bldg. **Adv. Agey.**—Marsteller, Rickard, Gebhardt and Reed, Inc., Chicago, Ill. H. N. Baum, acct. exec.

**AINSWORTH PRECISION CASTINGS CO., div. Harsco Corp.,** 3200 Guardian bldg., Detroit 26, Mich. Stampings, rollforming, production machining, painting, plating and buffing, experimental and development. James F. McDonnell, jr., exec. vice-pres.; John A. McAuliffe, asst. gen. mgr.; Forbes Howard, gen. sales mgr.; Robert Thomson, cf. engr.; E. B. Sturm, dir. of purch.

**AIR ASSOCIATES (Div. of Electronic Communications, Inc.)** AC-DC motors, AC clutch brakes, AC generators, liquid-vapor sensing devices, seat belts. F. W. Godsey, jr., pres.; C. A. Sereno, exec. vice-pres. Division headquarters: Glendale, Calif., F. A. Twomey, vice-pres. in charge.

**AIR LIFT CO.,** 2330 W. Main st., Lansing, Mich. Air lifts pneumatic spring controls for overloads and sagging springs of passenger cars and pick-up trucks; safety control for front end of passenger cars. L. C. Pemberton, pres.; R. C. Pemberton, vice-pres.; B. W. Dietz, asst. secy.; G. W. Moody, engnr.; J. M. Landers, sls. mgr.

**AIR REDUCTION SALES CO., Div. of Air Reduction Co., Inc.,** 150 East 42nd st., New York 17, N. Y. Industrial gases, gas and arc welding equipment. J. H. Humberstone, pres.; H. F. Henriques, vice-pres.; R. S. Schmidt, dealer development mgr.; L. D. T. Berg, mktng. mgr., equip.; A. V. Scherer, adv. and sls. prom. mgr. **Det. Rep.**—R. A. Jamieson, Dist. Mgr., 2994 East Grand blvd. **Adv. Agey.**—G. M. Basford Co., New York, N. Y. E. Hatcher, acct. exec.

**AIRCOOLED MOTORS, INC.,** Liverpool rd., Syracuse 8, N. Y. Air-cooled aircraft engines. C. F. B. Roth, pres. and dir.; R. B. Wilkinson, secy-treas.; C. H. Bennum, sales mgr.; R. W. Conkle, wks. mgr.; V. J. Mecca, serv. mgr.; A. K. Stevens, pur. mgr.; J. Cregah, chief engr.; W. G. Cobb, ind. rel. mgr. **Adv. Agey.** — Richard and Webb, Syracuse, N. Y.

**AIRCRAFT SPECIALTIES, INC.,** 415 Howard st., Lapeer, Mich. Mechanics hand service tools. Warren Shaw, pres.; Reginald McDonald, vice-pres.; Zeta M. Shaw, secy.-treas.

**AIRGUIDE INSTRUMENT CO.,** 2210 Wabansia, Chicago 47, Ill. Auto compasses, altimeters. A. L. Stemwedel, pres.; Fred D. Eckert, vice-pres., sales mgr.; William Jarvis, adv. mgr.; Howard Taylor, chief engr.; Paul Schroeder, pur. agt. **Det. Rep.**—Knight and Associates, 18510 James Couzens hwy. **Adv. Agey.**—MacCowan Advertising Agency, Glenview, Ill. Hervey L. MacCowan, acct. exec.

**AIR-MAZE CORP.,** 25000 Miles rd., Cleveland 28, O. Air and fuel filters, intake silencers, exhaust spark arresters, backfire flame arresters, electrostatic precipitators, lube oil strainers. O. H. Schaaf, pres. and gen. mgr.; G. M. Walton, exec. vice-pres.; L. M. Henton, secy.; H. H. Schaaf, treas.; P. C. Hungerford, vice-pres.; W. B. Wattersen, vice-pres. sales; J. M. Clem, sales mgr.; R. E. Brown, chief engr.; J. Carson, dir. of pur. **Adv. Agey.** — Griswold-Eshleman Co., Cleveland, O. Wm. Pellich, acct. exec.

**AIRTEMPT DIV., Chrysler Corp.,** 1610 Webster st., Dayton, O. Heating, cooling, refrigeration equipment, automotive air conditioning unit. C. E. Buchholzer, pres. and dir.; J. F. Knoff, vice-pres. chge. of sales; P. W. Wyckoff, vice-pres., engrg.; R. J. Schumann, vice-pres. chge. mfg.

**AIRTEX PRODUCTS, INC. (Airtex and Master Div.)** Fairfield, Ill. Fuel pumps, water pumps, hydraulic brake cyclinder and parts, tie rod ends and drag links, front suspension parts, front wheel bearings, king bolts. Dom Monge, pres.; Wm. Atkins, secy.; R. T. Caveny, treas.; Hubert Songer, works mgr.; Frank J. Schreiner, sales mgr. (Airtex Div.); Jack L. Roberts, sales mgr. (Master Div.); Robert N. Smith, adv. mgr.; John Waldher, cf. engr.; Roy Duke, pur. agt.; Adolph Krauss, traffic mgr. **Det. Rep.**—Grantello Sales Co., Cleveland, O. **Adv. Agey.** — Burlingame-Grossman, Chicago, Ill.

**AKRO-MILS, INC.,** P. O. Box 989, Akron 9, O. Small parts storage cabinets, portable air vacuum cleaner. M. Myers, pres.; L. Myers, vice-pres.; I. C. Myers, secy., sales mgr.; E. Walter, wks. mgr., chief engr.; Harold Ellsworth, adv. mgr. **Adv. Agey.** — Shawalter, Hesselbart & Mitten, Akron 8, O. Robt. Mitten, acct. exec.

**AKRON PAINT & VARNISH CO.,** Box 2765, Akron 1, O. Automotive finishes, tire paints, white sidewall cleaner, chrome and ignition wire coating. Wm. M. Beck, pres.; H. M. Wilcox, vice-pres.; S. A. Breitenstein, treas.; L. C. Wiedle, secy.; T. P. Postlethwait, purch. agent. **Adv. Agey.**—McDaniel-Fisher and Spelman Co., Akron, O.

**AKRON SELLE CO.,** 451 S. High st., Akron 11, O. Metal stampings and assemblies. J. B. Hower, pres., gen. mgr., pur agt.; G. H. Crawford, vice-pres., treas.; M. A. Hower, secy.; Malcolm Rowan, sales mgr.; B. R. Hower, wks. mgr.

**ALAN WOOD STEEL CO.,** Conshohocken, Pa. Abrasive rolled steel floor plate, AW super diamond pattern floor plate, cut nails, hot rolled and cold rolled strip and sheets, sheared plate, pig iron. H. R. Wood, pres.; J. T. Whiting, ch. of bd.; H. W. Read, vice-pres.; P. L. Francis, vice-pres., marketing; W. E. Boger, vice-pres., operations; W. M. Webb, treas.; L. G. Campbell, compt.; W. B. Cashmore, secy.; W. A. Wilson, jr., adv. mgr.; F. C. Schoen, chief eng.; Clinton Bishop, purch. agent; C. K. Coyle, traffic mgr. **Det. Rep.**—Frank L. Uhas & Co., 427 New Center Bldg. **Adv. Agey.**—Doremus-Eshleman Co., 1616 Walnut st., Philadel-

(Continued)

## Auto Industry Associations

AIR COMPRESSOR RESEARCH COUNCIL, 27 East Monroe, Chicago 3, Ill. *Executive Secretary, H. P. Dolan.*

AMERICAN AUTOMOBILE ASSN., 1712 G St., N. W., Washington 6, D. C. *Executive Vice-President, Russell E. Singer.*

AMERICAN FINANCE CONFERENCE, Suite 1250, 176 W. Adams St., Chicago 3, Ill. *Executive Vice-President, Thomas W. Rogers.*

AMERICAN IRON AND STEEL INSTITUTE, 150 East 42nd St., New York 17, N. Y.

AMERICAN PETROLEUM INSTITUTE, 50 W. 50th St., New York 20, N. Y. *President, Frank M. Porter.*

AMERICAN SOCIETY OF BODY ENGINEERS, INC., Buckhorn Memorial Bldg., Detroit 2, Mich. *President, Wesley Revell.*

AMERICAN TRUCKING ASSNS., INC., 1424 16th St., N.W., Washington 6, D. C. *Managing Director, John V. Lawrence.*

ASSN. OF AMERICAN BATTERY MANUFACTURERS, INC., 19 North Harrison St., East Orange, N. J. *Executive Secretary, S. F. Morris.*

AUTOMOBILE MANUFACTURERS ASSN., 320 New Center Bldg., Detroit 2, Mich. *Managing Director, Harry A. Williams.*

AUTOMOTIVE ACCESSORIES MANUFACTURERS OF AMERICA, One Bala Ave., Bala-Cynwyd, Pa. *Manager, Herman L. Erlichman.*

AUTOMOTIVE AFFILIATED REPRESENTATIVES, 17 W. 60th St., New York 23, N. Y. *Executive Secretary, Ed L. Lee.*

AUTOMOTIVE BOOSTER CLUBS INTERNATIONAL, INC., 55 E. Washington St., Chicago 2, Ill. *Executive Secretary, Miss Gretchen E. Rider.*

AUTOMOTIVE ELECTRIC ASSN., 16222 Mayers Rd., Detroit 35, Mich. *Executive Secretary, J. Howard Reed.*

AUTOMOTIVE ENGINE REBUILDERS ASSN., 901 Roosevelt Bldg., Indianapolis 4, Ind. *Executive Vice-President, R. G. Patterson.*

AUTOMOTIVE OLD TIMERS, INC., 1780 Broadway, New York 19, N. Y. *President, A. W. Herrington.*

AUTOMOTIVE PARTS MANUFACTURERS ASSN., 16219 Mayers Rd., Detroit 35, Mich. *General Manager, Frank Rising.*

AUTOMOTIVE SAFETY FOUNDATION, INC., 200 Ring Bldg., Washington 6, D. C. *President, J. O. Mattson.*

AUTOMOTIVE TRADE ASSN. MANAGERS, 616 Ridgely Bldg., Springfield, Ill. *Secretary-Treasurer, Les Sander.*

CANADIAN AUTOMOTIVE WHOLESALERS' & MANUFACTURERS' ASSN., 1365 Wellington St., P. O. Box 3097, Station C, Ottawa 3, Ontario, Canada. *Executive Vice-President, T. H. Whallams.*

HORSELESS CARRIAGE CLUB OF AMERICA, 7730 So. Western Ave., Los Angeles 47, Calif. *Executive Secretary, Truman O. Walsh.*

INTER-INDUSTRY HIGHWAY SAFETY COMMITTEE, INC., 1200 18th St. N.W., Washington 6, D. C. *Managing Director, M. R. Darlington, Jr.*

INTERNAL COMBUSTION ENGINE INSTITUTE, Room 914, 201 N. Wells St., Chicago 6, Ill. *Executive Secretary, Charles G. Spice.*

MOTOR AND EQUIPMENT MANUFACTURERS ASSN., 250 West 57th St., New York 19, N. Y. *General Manager, A. N. Sichholz.*

MOTOR AND EQUIPMENT WHOLESALERS ASSN., 309 W. Jackson Blvd., Chicago 6, Ill. *General Manager, S. W. Scott.*

NATIONAL ASSN. FOR STOCK CAR AUTO RACING, 42 S. Peninsula Dr., Daytona Beach, Fla. *Executive Manager, Pat Purcell.*

NATIONAL ASSN. OF MOTOR BUS OPERATORS, 839 17th St., N.W., Washington 6, D. C. *Secretary-Manager, A. W. Koehler.*

NATIONAL ASSN. OF TAXICAB OWNERS, 803 Leader Bldg., Cleveland 14, O. *Secretary, H. I. Gwilyn.*

NATIONAL AUTO & TRUCK WRECKERS ASSN., INC., 24 S. Sixth St., Minneapolis 2, Minn. *Managing Director, Frank Diamond.*

NATIONAL AUTOMOBILE TRANSPORTERS ASSN., 1000 Connecticut Ave., Washington 6, D. C. *General Manager, W. A. Brookshire.*

NATIONAL AUTOMOTIVE-PARTS ASSN., 707 Fox Theatre Bldg., Detroit 1, Mich. *General Manager, R. L. Stacey.*

NATIONAL HIGHWAY USERS CONFERENCE, National Press Bldg., Washington 4, D. C. *Director, Arthur C. Butler.*

NATIONAL INDEPENDENT AUTOMOBILE DEALERS ASSN., 1413 K St., N. W., Washington, D. C. *Executive Vice-President, Val T. Jones.*

NATIONAL STANDARD PARTS ASSN., 35th Floor, 8 South Michigan, Chicago 3, Ill. Washington D. C. Office: 1001 Connecticut Ave., N.W., Suite 1138. *Executive Vice-President, J. L. Wiggins.*

NATIONAL TIRE DEALERS AND RETREADERS ASSN., INC., 1012 14th St., N. W., Washington 5, D. C. *Executive Secretary, Winston W. Marsh.*

NATIONAL TRUCK LEASING SYSTEM, 23 East Jackson Blvd., Chicago 4, Ill. *Executive Director, Martha Dunlap.*

NATIONAL WHEEL AND RIM ASSN., 3663 Forest Park Ave., St. Louis 8, Mo. *Treasurer, H. M. Young.*

NATURAL RUBBER BUREAU, 1631 K St., N. W., Washington 6, D. C. *President and Treasurer, H. C. Bugbee.*

OIL INFORMATION COMMITTEE, 50 W. 50th St., New York 20, N. Y. *Publicity Director, J. Richard Shaner.*

PRIVATE TRUCK COUNCIL OF AMERICA, INC., 714 Shoreham Bldg., Washington 5, D. C. *Managing Director, James D. Mann.*

RUBBER MANUFACTURERS ASSN., 444 Madison Ave., New York 22, N. Y. *President, R. R. Ormsby.*

SOCIETY OF AUTOMOTIVE ENGINEERS, INC., 485 Lexington Ave., New York 17, N. Y. *General Manager, John A. C. Warner.*

SOCIETY OF MOTOR MANUFACTURERS AND TRADERS, LTD., (Great Britain), 17 East 54th St., New York 22, N. Y. *North American Representative, Donald B. Alcorn.*

TIRE AND RIM ASSN., THE INC., 2001 First National Tower, Akron 8, O. *Executive Vice-President, C. G. Hoover.*

TRUCK BODY AND EQUIPMENT ASSN., INC., 401-402 Washington Board of Trade Bldg., 1616 K St., N.W., Washington 6, D. C. *Executive Manager, Arthur H. Nysse.*

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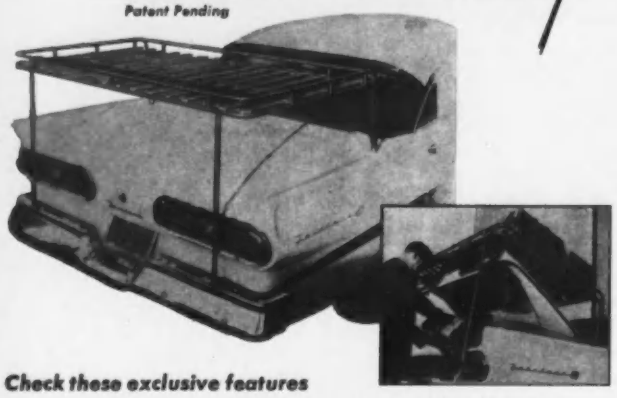

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phia 3, Pa. E. Howard York, III, acct. exec.

**ALBERTSON & CO., INC.**, 3100 Lowell, Sioux City 3, Ia. Drills, hole saws, bench grinders, sanders, polishers, valve equipment, valve grinding machines, impact tools. O. Albertson, pres.; H. A. Jacobsen, vice-pres. and gen. mgr.; D. E. Jacobsen, secy.; F. O. Albertson, prod. mgr.; G. M. Moore, sales mgr.; G. Jensen, serv. mgr.; M. Anderson, pur. agent; **Det. Rep.**—A. L. Fisher, 2289 Oakway drive, Pontiac, Mich. **Adv. Agcy.**—E. W. Sann & Associates, Minneapolis, Minn.

**ALBION MALLEABLE IRON CO.**, No. Albion st., Albion, Mich. Production manufacture of ferritic and pearlitic malleable sand cast or shell cast castings to the following specifications: ferritic malleable, pearlitic malleable. Collins L. Carter, pres., gen. mgr.; Thomas T. Lloyd, vice-pres., works mgr.; Gardner R. Lloyd, secy.-treas. and adv. mgr.; James W. Hallock, sales mgr., asst. sales prom. mgr.; John B. Palmer, asst. sales mgr.; Warren R. Baker, serv. mgr.; James P. DeVoir, chf. engr.; Donald E. Dice, pur. agt.; Nicholas J. Jacobs, traf. mgr.; Alden C. Hensel, pub. rel. mgr. **Adv. Agcy.**—Rumsey and Associates, Albion, Mich. Jon Rumsey, acct. exec.

**ALDRIDGE INDUSTRIAL OILS, INC.**, 3401 W. 140th st., Cleveland 11, O. Cutting, grinding, quenching and tempering, soluble and thread grinding oils; special lubricants; rust preventives; drawing compounds; automotive and industrial greases; heat treating products. Frank M. Aldridge, pres.; Numan Squire, vice-pres.; Leonard H. Davis, secy.; O. K. Aldridge, treas. **Adv. Agcy.**—Frank Wulf Adv., Cleveland, O.

**ALEXANDER-TAGG INDUSTRIES**, Jacksonville rd., Hatboro, Pa. Mufflers, heavy duty for trucks, buses, etc., wheel dollies. E. N. Alexander, gen. mgr.; E. R. Alexander, vice-pres.

**ALL-POWER MANUFACTURING CO.**, 400 Roosevelt ave., Montebello, Calif. Ridge reamers, piston groove cleaners and several specialized Ford tools. Margaret E. Danielson, pres.; S. R. Alger, vice-pres., gen. mgr.; E. J. Redding and R. W. Burnham, sales. **Adv. Agcy.** — Darwin Clark, Los Angeles, Calif.

**ALLEGHENY LUDLUM STEEL CORP.**, Oliver bldg., Pittsburgh 22, Pa. Steel: stainless, tool, electrical, valve, special alloy; carbide metals. H. G. Batcheller, chmn.; E. J. Hanley, pres.; S. A. McCaskey jr., secy.; C. W. King, exec. vice-pres.; W. B. Pierce, vice-pres. of sales; R. S. Ahlbrandt, treas.; C. B. Templeton, adv. mgr.; Emil Kern, vice-pres., engrg.; C. B. Pollock, vice-pres. mfg.; E. L. Bittner, vice-pres. pur.; N. W. Hayson, pur. agt.; L. A. Deringer, traf. mgr.; D. F. Smee, pub. rel. mgr. **Det. Rep.**—I. R. Kiltie, 1500 Jarvis ave., Ferndale 20. **Adv. Agcy.**—W. S. Walker Adv., Inc., Pittsburgh 22. C. P. Richardson, acct. exec.

**ALLEN ELECTRIC & EQUIPMENT CO.**, 2101-17 N. Pitcher st., Kalamazoo 12F, Mich. Automotive testing and servicing, and battery charging equipment. Wade W. Allen, pres.; Orvalle Boggs, gen. sales mgr.; F. M. VanCampen, dir of engrg.; R. C. VanHorn, secy.-treas.; L. C. Brendel, asst. sales mgr.; Gerald L. Harmanson, adv. mgr.; James E. Donahue, dir. of pur. **Det. Rep.**—T. W. Dunn, 21700 E. 11 Mile Rd., Apt. 3-A, St. Clair Shores, Mich.

**ALLEN INDUSTRIES, INC.**, 1927 Leland st., Detroit 7, Mich. Automotive cotton products — batts and pads; automotive jute felt—sound deadeners, floor mats and insulators; automotive trim conversion; automotive door panels and vinyl-tuft products. S. J. Allen, chmn. of bd.; J. J. Tobias, pres.; H. C. Allen, exec. vice-pres.; O. A. Markus, vice-pres.; D. Schimmel, vice-pres.; R. G. Olson, vice-pres.; D. C. Suhr, vice-pres.; R. D. Kemp, vice-pres. dir. automotive and defense sales div.; Harold Rossano, traf. mgr. **Det. Rep.**—R. D. Kemp, Robert Amberg, John Redfield, Arthur Dulzo, J. W. Allen, 1927 Leland.

**ALLEN PRODUCTS CORP.**, P. O. Box 206, 24170-80 Sherwood ave., Centerline, Mich. Gasoline door guards, mouldings, seal-all; other auto accessories. Norman C. Bauer, pres., sales mgr.; Gerald F. Schultz, vice-pres., pur. agent; Morris Milmet, secy.; Jonathan D. Hyams, treas. **Adv. Agcy.**—Russ Green.

**ALLEN-RICK CO., THE**, 7925 Chase ave., Los Angeles 45, Calif. Grip-Tex mechanics work covers. Leon R. Grosslight, owner; G. West, secy. **Adv. Agcy.**—Edward S. Kellogg Co., Los Angeles, Calif.

**ALLIED AUTOMOTIVE PARTS CO.**, Losantiville & Elbrook ave., Cincinnati 13, O. Pistons, piston pins, cylinder sleeves and assemblies, water pumps and parts; valves; valve seat inserts; valve guides, springs, locks and rotating assemblies; chassis parts, king bolts and shackles, tie rod ends, ball joint suspension units, wheel suspension parts. Wilton Looney, pres.; J. C. Hamilton, exec. vice-pres., gen. mgr.; Robert Stacey, vice-pres., treas.; J. L. Grass, secy. **Adv. Agcy.**—Caldwell-Larkin Co., Indianapolis, Ind. Storey Larkin, acct. exec.

**ALLIED INVENTORY CO., INC.**, 1916 E. 79th st., Chicago 49, Ill. Physical inventory work, calculating services, casual inventory labor. Leo L. Dane, pres., treas. and sales mgr.; Joseph E. Coleman, vice-pres.; Fern Dane, secy.; George Bradtke, gen. mgr.; F. Peterson, wks. mgr.

**ALLIED PRECISION PRODUCTS**, E. San Christopher dr., Dunedin 1, Fla., Automatic mechanical valve adjustors, rear motor mounts, and automotive brake safety devices. B. C. Skinner, gen. mgr.; B. L. Skinner, works mgr.

**ALLIED PRODUCTS CORP.**, 12677 Burt rd., Detroit 23, Mich. Special cold forged parts, standard hexagon head cap screws, hardened and precision ground parts, sheet metal dies produced in iron, Allite (zinc alloy) and plastic; R-B interchangeable punches and dies, powdered metal parts, Prototype and short run stampings. Frank H. Bishop, pres.; Selden S. Dickinson, W. S. Jakubowski, C. C. Kamphausen, L. E. Coulter, W. Curtis Miller, L. F. Brown, L. G. Jacques, vice-presidents; W. E. Ray, vice-pres., secy.; B. A. Bates, jr., treas.; V. P. Burgess, cont. **Adv. Agcy.**—Gray & Kilgore, Inc., Detroit, Mich.

**ALLIED RESEARCH PROD., INC.**, 4004-06 E. Monument st., Baltimore 5, Md. Iridite finishes for corrosion protection and ARP paint systems on nonferrous metals and plating brighteners. H. C. Irvin, pres.; J. A. Cairns, sales mgr.; L. C. Kingsbury, vice-pres.; H. C. Quast, treas.; Jules Horelick, secy., wks. mgr.; C. O. Ostrander, dir. of research; H. C. Quast, pur. agt. **Det. Rep.**—L. J. Camill, 15356 Fielding st., (23), **Adv. Agcy.**—Emery Adv. Corp., Baltimore Md. Burton F. Davis, asst. exec.

**ALLIS-CHALMERS, Engine-Material Handling Division**, Milwaukee, Wis. Diesel and gasoline engines, generator sets, material handling equipment. L. C. Daniels, mgr. Engine-Material Handling Div.; J. D. Hamilton, sales mgr. (material handling); M. J. Rotroff, sales mgr. (railroad and ind.); J. C. Baseheart, sales mgr. (Engines). H. H. Cohenour, adv. mgr.; R. C. Wieterson, pur. agt.; W. A. McBratney, asst. **Det. Rep.**—Operates out of Columbus, O. branch. **Adv. Agcy.**—Bert S. Gittins Advertising, Inc., Milwaukee, Wis. Warren Hutton, acct. exec.

**ALLISON DIV., GENERAL MOTORS CORP.**, P. O. Box 894, Indianapolis 6, Ind. Transmissions. E. B. Newill, gen. mgr.; K. H. Hoffman, transmissions op. mgr.; H. N. Roberts, off-highway transmissions; J. K. Knighton, on-highway transmissions.

**ALLOY RODS CO.**, P. O. Box 786, York Pa. Electrodes. E. J. Brady, pres.; M. G. Sedam, exec. vice-pres.; E. R. Walsh III, vice-pres., sales; F. L. Blodgett, sales mgr.; C. H. Zarfoss, pur. agt.; C. W. Pilkey, adv. mgr.; J. H. Bell, treas. and comptr. **Det. Rep.**—Bird Gas Corp., 12820 Evergreen rd., Detroit 23, Mich.; Robinson Welding Supply Co., 8706 Lyndon ave., Detroit Mich.

**ALOFS MANUFACTURING CO.**, 345-32nd st., Grand Rapids 8, Mich. Metal stampings. H. G. Alofs, pres., gen. mgr.; Gaylor Alofs, vice-pres.; S. M. Cassidy, secy., sales mgr.; George DeRuiter, cf. engr.; Fernley Alofs, pur. agt.-treas. **Det. Rep.**—A. L. Moses Co., 1830 So. Woodward, Birmingham, Mich.

**ALONDRA SALES, INC.**, 959 Crenshaw blvd., Los Angeles 19, Calif. Filt-O-Reg fuel pressure regulators and fuel filters. Lawrence Raymond, pres., gen. mgr., sales mgr.; Paul E. Mead, vice-pres., adv. mgr., sales prom. mgr.; John A. White, secy.; Charles Jacobson, vice-pres., treas.; Albert Vanderpoel, cf. engr.; Louis Witte, traf. mgr.; C. Elmer Johnson, sales mgr., Original Equipment Div., 1742 W. 106th st., Chicago 43, Ill. **Det. Rep.**—Harry E. Ault, 4685 Charest, Pontiac 18, Mich. **Adv. Agcy.**—Larry Raymond Co., Los Angeles, Calif. John E. Parker, acct. exec.

**ALPHA MOLYKOTE CORP.**, 65 Harvard ave., Stamford, Conn. Molykote lubricants. Alfred Sonntag, pres.; David M. Nolte, vice-pres.; Christine Sonntag, treas.; George Walsh, adv. mgr. **Adv. Agcy.**—George Walsh, Vineland, N. J.

**ALSOL PRODUCTS CO.**, 154 Clifford st., Newark, N. J. Auto wax, white film spray, bug remover, spot and tar removers, auto wash, upholstery shampoo, window, parts, radiator and block cleaners, shock absorber fluid, rubbing compounds, black rubber dressing, chrome polish, cooling system cleaners and sealer, water pump lubricant and rust inhibitors, leather cleaner, silicone polish and cleaner, Sealamat, (Automatic transmission leak stop), power additive. A. I. Furman, pur. agt., partner; H. S. Furman, partner. **Adv. Agcy.** — Erland Advertising Agency, 18 East 41st st., New York 17, N. Y.

**ALTWOOD CO., INC.**, 1123 Broadway, New York 10, N. Y. Airplane luggage, brief cases, salesmen's cases, picnic baskets, plastic adv. specialties, premiums. B. J. Rudikoff, D. F. Rudikoff, officers; B. J. Roberts, sales and adv. mgr.

**ALUMINUM ALLOYS CORP.**, 6650 W. Walton ave., Detroit 10, Mich., Aluminum castings—sand and permanent molds; automotive and aeronautical pistons; Ray Day pistons. Ray E. Day, pres.; Stanley R. Day, vice-pres., gen. mgr. and sales mgr.; L. A. Gerber, treas. and pur. agt.; Patrick W. Kennedy, supt.

**ALUMINUM CO. OF AMERICA**, Alcoa bldg., Pittsburgh 19, Pa. Aluminum sheet, Alclad sheet, wire, cables, castings, forgings, plate, extruded shapes, rod and bar, structural shapes, screw machine products, rivets, impact extrusions, tube, trailer and truck wheels, pistons, finishing, fabricating and engineering development facilities (Cleveland, Ohio and New Kensington, Pa.) I. W. Wilson, chmn. of bd.; Roy A. Hunt, chmn. exec. com.; Frank L. Magee, pres.; Alfred M. Hunt, secy.; E. B. Wilber, treas.; R. V. Davies, vice-pres. and sales mgr.; Arthur F. Hall, vice-pres. chge. of pub. rel. and adv.; James P. Haight, vice-pres. chg. engrg. and pur.; W. S. McChesney, mgr. ind. sales; Alcoa bldg., Pittsburgh 19, Pa. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland, and Ketchum, MacLeod & Grove.

**ALUMINUM INDUSTRIES, INC.**, 3670 Werk Rd., Cincinnati 11, O. Aluminum castings; hardened, ground and forged steel parts; aluminum pistons, automotive valves, aluminum paints and concrete curing compounds; automotive replacement engine and chassis parts. Harrison O. Ash, pres. and gen. mgr.; Thomas L. Humble, vice-pres.; W. J. Williams, vice-pres., treas.; R. J. Holtmeir, contr.; R. W. Bowman, vice-pres. paint div.; R. E. Hater, vice-pres. (factory sales div.); S. M. Kennedy, vice-pres. (parts sales div.); R. Seger, gen. supt. (valve mfg.); E. Schneider, gen. supt. (Foundry Mfg. div.); B. Robinson, cf. engr.; W. Klayer, cf. metallurgist; E. K. Whalen, dir. of pub. rel. **Det. Rep.**—W. J. Bemb, vice-pres., customer relations; Geo. Stark, Robt. Beaupre, 607 Fisher bldg. **Adv. Agcy.** — Keelor & Stites Co., Cincinnati 2, O. P. R. Hume, acct. exec.

**ALVIN PRODUCTS, INC.**, 20-22 Houghton st., Worcester 4, Mass. Cold metal solder and filler for auto-body repairs and industrial use, plastic impregnated, fabric patch. C. C. Turner, pres., treas. and gen. mgr. **Adv. Agcy.**—Adcraft, Worcester, Mass. Albert J. Charron, acct. exec.

**ALVORD-POLK TOOL CO.**, Millersburg, Pa. Reamers, milling cutters, end mills, counterbores, spotfacers. M. Edw. Wilt, pres., treas., gen. mgr.; W. A. Shatto, vice-pres., George F. Wilt, secy., wks. mgr.; O. R. Epler, sales mgr., pur. agt. **Det. Rep.** — Kettenring Tool Co., 11646 Hamilton Ave.

**AMALIE DIV., L. SONNEBORN SONS, INC.**, Franklin, Pa. Motors Oils, lubricants and greases, X-L-O diesel engine oils, auti-gum. R. G. Sonneborn, pres.; C. H. Remmel, sales mgr.; W. E. Hoyer, adv. mgr. **Det. Rep.**—A. G. Pawsey, 1508 Spring Garden ave., Lakewood 7, O. **Adv. Agcy.**—Clifford A. Kroening, Inc., Cleveland, O. Clifford A. Kroening, acct. exec.

**AMERICAN AUTO-FELT CORP.**, 630 Myrtle st., N.W., Grand Rapids 2, Mich. Pads and padding, cotton batts, cotton and automotive sewed parts. W. W. Hoagland, pres.; J. Ginsberg, vice-pres., secy.; H. C. Ripley, treas.; F. Doerner, asst. secy.-treas.; Ivan Clark, pres. of subsidiary, Ivan Clark Mfg. Co.

**AMERICAN AUTOMATIC DEVICES CO.**, 530 S. Throop st., Chicago 7, Ill. Rubber rim mirrors, clearance lights, foto-ray reflectors, flares and flare accessories, gas tank caps, pedal pads, etc. Oliver C. Ritz-Woller, pres., treas., gen. mgr.; Z. C. Ritz-Woller, vice-pres., secy.; Lyle Sandeson, sales mgr.; Perry H. Renwick, chief engr.; Gene Paprota, pur. agt.

**AMERICAN BODY & TRAILER, INC.**, 1500 Exchange ave., P. O. Box 1150, Oklahoma City, Okla. Manufacturers of aluminum dry freight and refrigerated van trailers; grain, oilfield, livestock trailers; refrigerated milk, frozen food and beverage bodies. R. R. King, pres.; A. J. Hankinson, vice-pres.; Cliff Barrett, exec. vice-pres. and gen. mgr.; Overton Howard, sales mgr.; Roger Hartman, pur. agt.; Don Glass, parts and access. mgr. **Adv. Agcy.**—Humphrey, Williamson & Gibson, Inc., Oklahoma City, Okla. Ellis Gibson, acct. exec.

**AMERICAN BOSCH DIV., American Bosch Arma Corp.**, 3364 Main st., Springfield 7, Mass. Aircraft and industrial magnetos, automotive generators, voltage regulators, ignition transformers, electric windshield wipers, small motors, fuel injection equipment, hydraulic starting systems. Charles W. Perelle, pres. of corp.; Sidney E. Miller, vice-pres. and div. mgr.; Kenneth F. Leaman, vice-pres. and asst. div. mgr.; Harold R. Sennstrom, vice-pres. engng. and sales; F. J. Mackey, asst. vice-pres., sales; Bertram Cole, gen. sls. mgr.; Raymond C. Farrell, controller; Richard C. Keane, mgr. mfrs. sales; Ernest A. Bleeck, mgr. serv. and export sales; Raymond L. Vaughn, adv. mgr.; Fred Behrens, serv. mgr.; Clifford Billingham, pur. agt.; Francis G. Miller, traf. supervisor. **Det. Rep.**—Richard S. Jay, 17330 W. McNichols, Detroit 21, Mich. **Adv. Agcy.** — Humbert & Jones, New York, N. Y. Ralph C. Jones, acct. exec.

**AMERICAN BRAKE SHOE CO., Kellogg Div.**, 97 Humboldt st., Rochester 9, N. Y. Air compressors. William T. Kelly jr., pres.; George N. Decker, first vice-pres.; J. Robert Pauline, vice-pres.; Fred Wiscogswell, vice-pres.; R. S. Candee, sales

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mgr.; William J. Foley, serv. mgr.; Donald S. Judd, pur. agt. **Det. Rep.**—Don Sullivan, 4600 Merritt ave. **Adv. Agcy.** — Fuller & Smith & Ross, Inc., 1501 Euclid ave., Cleveland, W. W. Horine, acct. exec.

**AMERICAN BRAKEBLOK DIV., American Brake Shoe Co.,** 4600 Merritt ave., Detroit 9, Mich. Brake linings. M. B. Terry, pres.; D. K. Rennie, vice-pres.; J. D. Hinton, gen. sales mgr.; U. B. Grannis, original equip. sales mgr.; R. F. Hermohlen, replacement sales mgr.; R. E. Elliott, asst. replacement sales mgr.; T. H. Bartlett, mgr., A-B-K sales; H. C. Wehr, jr., sales prom., adv. mgr.; G. C. Maul, pur. agt. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland, E. J. Martin, acct. exec.

**AMERICAN BRASS CO.,** 414 Meadow st., Waterbury 20, Conn. Rod, sheet, tube, wire, shapes, eyelets, stampings, flexible metal hose, extruded shapes, forgings. John A. Coe, pres.; W. M. Moffatt, exec. vice-pres.; J. A. Ackerman, vice-pres.; S. H. Wardell, vice-pres., mfg.; E. M. Bleser, secy.-treas.; J. Lockwood, vice-pres., sales; E. B. Tracy, sales mgr.; M. B. Allan, asst. sales mgr.; R. F. Puffer, asst. sales mgr.; Joseph F. Hobbins, adv. mgr.; Carl E. Woodward, dir. sales prom.; E. A. Lane, pur. agt.; David Diggetts, traf. mgr. **Det. Rep.**—T. B. Smith, sales mgr., 174 S. Clark ave., Detroit 31, Mich. **Adv. Agcy.**—Kenyon & Eckhardt, New York City. W. H. Green, acct. exec.

**AMERICAN BRAZING ALLOYS CO.,** P. O. Box 11, Pelham, N. Y. Brazing alloys, welding rods, electrodes, silver solder, flux. Mike Ross, sales mgr. **Adv. Agcy.**—Roth Associates, 1410 Nelson, York 52, N. Y. Myrna L. Roth, acct. exec.

**AMERICAN CAN CO.,** 100 Park ave., New York 17, N. Y. Antifreeze, motor oil, auto polish (wax, liquid and paste), radiator cleaner, enamel, paint, touch-up and fuel additive cans. W. C. Stolk, pres.; F. G. Jewett, adv. mgr.; E. K. Walsh, gen. mgr. sales. **Det. Rep.**—R. G. Warmbold, 7430 Second blvd. **Adv. Agcy.**—Compton Advertising, Inc., New York, N. Y. Willard Heggen, vice-pres.

**AMERICAN CHAIN & CABLE CO., INC., Automotive & Aircraft Co.,** 601 Stephenson bldg., Detroit 2, Mich. Tru-stop drive shaft emergency brakes, brake cable controls, push-pull controls. C. N. Johns, pres.; Harry Williams, vice-pres., sales mgr.; A. C. Laske, secy. and treas.; A. H. Kapnick, works mgr.; E. V. Creagh, adv. mgr., sales prom. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn., Chicago 11, Ill. James O. Peck, acct. exec.

**AMERICAN CHAIN DIV., American Chain & Cable Co., Inc.,** 454 E. Princess st., York, Pa. Tire chains, farm tractor chains, cutter pins, towing and sling chains, tire chain tools, tire chain repair parts. W. F. Wheeler, chmn. of the bd.; C. N. Johns (N. Y.), pres.; W. B. Iiko, sls. mgr., (York, Pa.), vice-pres.; A. C. Laske, secy.-treas.; J. J. Thiebauth (York, Pa.), products mgr., automotive sales; E. S. Lathrop (York, Pa.), plant mgr.; Clifford G. Strote (Bridgeport), dir. of pur.; H. G. Wineman, pur. agt. (York, Pa.); E. V. Creach (Bridgeport), adv. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

**AMERICAN CHEMICAL PAINT CO.,** Ambler, Pa. Granodine, Permadine, Rodine, Lithoform, Thermoil Granodine, Deoxidine, Alodine, Granodraw. Leon Cherksey, chmn. of bd.; G. C. Romig, pres.; L. Stingluff, secy.; R. M. Naylor, treas.; J. O. J. Shellenberger, vice-pres., dir. of marketing; F. P. Spruance, jr., vice-pres., sls. mgr.; E. A. Snyder, dir. of pur.; A. Douty, research dir.; J. D. Breen, adv. mgr.; W. Graham Smith, wks. mgr.; J. Biery, cf. engr.; J. Roberto, traf. mgr. Branches: Detroit, Mich.; St. Joseph, Mo.; Niles, Calif.; Windsor, Ont. **Adv. Agcy.**—Gray & Robers, 12 S. 12th st., Philadelphia 7, Pa.

**AMERICAN ENKA CORP.,** 530 Fifth ave., New York 36, N. Y. "Jetspun," Solution-dyed rayon filament yarn used extensively in seat cover and original trim fabrics. John E. Bassill, pres.; Gaylord Davis, finance vice-pres.; Dr. Martin Wadewitz, prod. vice-pres.; Dr. J. L. Bitter, research vice-pres.; C. C. Bassett, jr., vice-pres., sales; M. W. Winger, jr., secy.; G. V. Hager, treas.; T. R. Thayer, ind. sales mgr.; M. B. Carr, textile sales mgr.; C. L. Hayden, asst. textile sales mgr.; Kenneth N. Bacon, adv. and sales prom. mgr.; William B. Shepard, rayon staple sales mgr.; W. F. P. Coxe, pur. agt. **Adv. Agcy.**—Anderson & Cairns, Inc., 130 East 59th st., New York, N. Y. Ralph Tanner, acct. exec.

**AMERICAN FELT CO.,** Glenville, Conn. Wool felts, S.A.E. felts, oil foil seals, wicks, rolls, sheets, strips (cut to specifications). W. H. Lehmberg, pres.; R. Power Fraser, gen. sls. mgr.; K. R. Peattie, vice-pres.; Geo. S. Mumford jr., secy.; J. H. Burnes, treas.; J. F. Marshall, sales and adv. mgr.; C. E. Foggett, chief engr.; G. P. McShane, asst.; H. F. Roche, traf. mgr. **Det. Rep.**—H. B. Foersterling, mgr.; F. G. Seaver, supt., 3000 E. Jefferson ave., Detroit 7, Mich. **Adv. Agcy.**—J. M. Hickerson, Inc., 551 Fifth ave., New York, N. Y.

**AMERICAN FINISHING CO.,** P. O. Box 416, Memphis 1, Tenn. Vinyl and pyroxylin coated fabrics, cotton trim cloth, head linings, any type cotton textiles. C. F. Goodman, pres.; Abe Goodman, vice-pres.; J. O'H. Finlay, vice-pres., secy.; Wm. W. Goodman, chmn., treas.; L. W. O'Bannon, asst. secy.; C. H. Tapp, vice-pres. finish; H. Rosenberg, vice-pres. coating; W. L. Simon, vice-pres., sales; Stanley Miekicki, chief chemist; M. S. Felsenthal, pur. agt.

**AMERICAN FORGING & SOCKET CO.,** Pontiac 19, Mich. Pressed metal stampings, and assemblies. Seat adjusters, seats and seat backs, brake levers, air-ride suspensions, hinges, gearshift housings, window guides, hood locks, air ducts, radiator grilles, armament materiels, farm implement parts, miscellaneous parts. Goodloe H. Rogers, pres., gen. mgr.; Fred G. Hawke, secy.-treas.; Robert B. Stewart, asst. to pres.; J. D. Boardman, C. S. McCarthy, F. J. McGaney, W. L. McRae, sales reps.; Roy E. Woolens, factory mgr.; C. S. McCarthy, dir. of engrg.; J. C. Hollens, pur. agt.

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**AMERICAN INSTALLMENT CREDIT CORP.** (American Bank Credit Plan), 103 Park ave., New York 17, N. Y. Automobile finance. George C. Johnstone, pres.; P. A. MacSween, exec. vice-pres.; Karl P. Anderson, secy.; J. P. Christianson, treas.

**AMERICAN LACQUER SOLVENTS CO.,** P. O. Box 271, Phoenixville, Pa. Automotive lacquers, enamels, lacquer thinners, enamel reducers and special finishes. Harry E. Stone, pres. and treas.; Robert W. Shaw, vice-pres., pur. agt. **Adv. Agcy.**—John P. Eldridge, Philadelphia, Pa.

**AMERICAN LaFRANCE CORP.,** 164 E. LaFrance, Elmira, N. Y. Municipal fire apparatus, pumpers and aerial ladders, crash fire trucks, air foam trucks, fire fighting equipment. W. M. Price, pres.; G. J. Halpin, vice-pres.-sales; H. M. Keyser, secy.-treas.; F. A. Rauh, works mgr.; R. A. Terkoski, F.P.E. sales mgr.; A. G. Sheppard, director of engineering; F. R. Baker, director of purchasing; L. C. LaVelle, parts and access. mgr.; J. J. DeLaney, traf. mgr. **Adv. Agcy.**—Barlow Advertising Agency, Syracuse, N. Y. Robert McCabe, acct. exec.

**AMERICAN LIQUID GAS CORP.,** 1109 Santa Fe ave., Los Angeles, Calif. Carburetors, converters, regulators, filters and installation kits for liquid petroleum gas conversion of internal combustion engines; complete L. P. gas service station equipment. Harold W. Smith, pres.; William T. Hagny, exec. vice-pres., secy.; W. P. MacBeth, treas.; Robert E. Barnes, vice-pres., carburetion div.; Lester L. Luxon, vice-pres. gas plant div.; chief engr.; Rudy Bilcik, pur. agt. **Det. Rep.** — Willard Asher, 424 Book bldg., Detroit 26. **Adv. Agcy.**—Mack-Wharton Adv. Agcy., Los Angeles, Calif.

**AMERICAN METAL PRODUCTS CO.,** 5959 Lindsale ave., Detroit 4, Mich. Parts, including front and rear seat assemblies, stampings, zig-zag and formed wire springs, axle housings, torque tubes, bumpers, 2, 4, and 6-way seat adjusters, jet engine components, storage racks for materials handling; storage cabinets, wrap racks, automotive storage bins, unitized flexi steel shelving, processed tubing for bearing, cylinder and aircraft industries. F. C. Matthaei, chmn. of the bd.; D. F. Roby, pres.; A. M. Mras, exec. vice-pres. and treas.; F. C. Matthaei jr., secy.; vice-presidents: F. S. Laurie, mfg., R. J. Williams, engrg.; P. M. Corp. prod.; E. W. Yount, sales; S. D. Bullock, dir. of pur.; F. E. Diefendorf, sales rep.; Roland Spedden, adv. mgr.

**AMERICAN METASEAL OF DETROIT,** 15666 Fitzpatrick, Detroit 28, Mich. Chemical finishing services, impregnating, conversion coatings, etc. Plastic resins for tooling, impregnating, waterproofing, bonding, etc. Solid film lubricants. Lowell Palmer, pres.; George J. Caudron, gen. mgr., chief engr.; Joseph Horvath, works mgr.; Gerald J. Haviland, sales mgr.

**AMERICAN MOTORS CORP. (AUTOMOTIVE DIV.),** 14250 Plymouth rd., Detroit 32, Mich. Rambler and Metropolitan automobiles, defense products. George Romney, pres. and bd. chmn.; Roy D. Chapin, jr., exec. vice-pres., gen. mgr. of Automotive Div.; Roy Abernethy, vice-pres. distribution and mktg.; E. W. Bernitt, vice-pres. automotive operations; J. L. Brown, jr., asst. to pres. and secy.; Jack J. Timpy, vice-pres.; Edward L. Cushman, vice-pres. of ind. rel.; William H. McGoughey, vice-pres. communications; Richard T. Purdy, treas.; Donald P. Else, compt.; Joseph W. Eskridge, vice-pres., gen. mgr. Spec. Prod. Div.; John W. Raisbeck, vice-pres. sales oper. of Am. mtrs. Sales Corp.; V. E. Boyd, field sales mgr.; J. W. Watson, sales mgr. of Metropolitans; James A. Lee, dir. of procurement; Howard E. Hallas, dir. pub. rel.; Fred W. Adams, dir. adv. and merch.; L. W. Stevens, dir. dir. dev.; R. H. Isbrandt, dir. engrg.; W. S. Berry, dir. research; Edmund E. Anderson, dir. styling; W. B. Ramsey, dir. govt. and fleet sales; John A. Conde, mgr. pub. rel. services; Thomas M. Hewitt, publ. mgr.; John R. Pichurski, mgr. press rel.; John H. McGuckin, merch. mgr.; E. B. Brogan, adv. mgr.; E. I. Nicholas, mgr. mktg. and analysis; A. E. Tracy, Eastern Div. sales mgr.; M. A. Saunders, Central Div. sales mgr.; L. E. Stewart, MW Div. sales mgr.; G. R. Browder, Western Div. sales mgr.; Floyd Kishline, cf. engr.; Carl E. Cenzer, exec. body engr.; J. W. Mueller, Kenosha plant mgr.; Julius Riedl, Milwaukee plant mgr.; Robert K. Seidel, Parts Div. mgr.; C. M. Tillinghast, gen. parts and ser. mgr.; D. L. McLellan, asst. parts and serv. mgr.; John S. Krider, serv. prom. and tng. mgr.; C. C. McKellar, parts and access. merch. mgr.; H. E. Cardoze, jr., ntl. used car mgr.; J. E. Johnson, ntl. car distr. mgr.; L. M. Pursley, ntl. bus. mgmt. mgr.; R. J. Molloy, sales tng. mgr.; W. H. Thoreson, dir. export; M. L. Hudson, dir. export sales; R. J. Flick, asst. merch. mgr.; G. F. Hadsall, asst. merch. mgr. **Adv. Agcy.** — Geyer Advertising, Inc., New York and Chicago. John Henry, acct. exec.

**AMERICAN MUFFLER CO.,** 34 Binford st., Boston 10, Mass. Hand choke adapters, auto clothes carriers, tailpipe hangers, muffler clamps, keytainers, key blanks. Alex Karpoff, pres.; Albert Bates, gen. mgr.; John Melanson, works mgr.; Alex Korpoff, sales mgr. **Det. Rep.**—Mark Berman, 2722 Webb ave. **Adv. Agcy.** — Hirshon-Garfield Co., Boston, Mass.

**AMERICAN OPTICAL CO.,** 60 Mechanic st., Southbridge, Mass. Industrial safety equipment, sun glasses. E. W. Schumacher, pres.; C. H. Gallaway, vice-pres.

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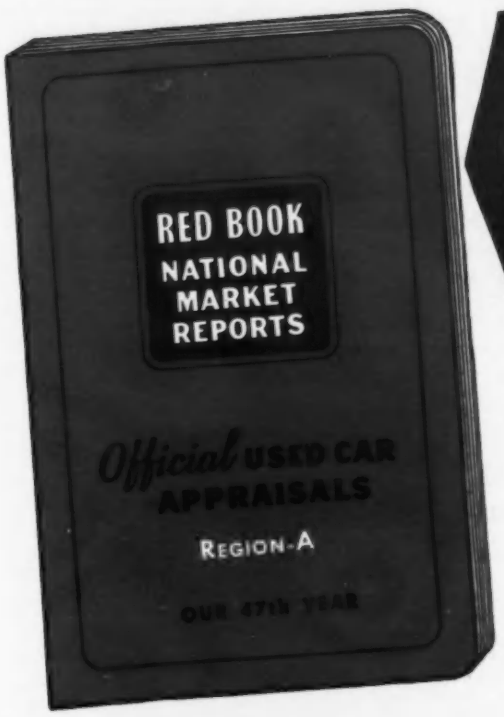


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(Continued)

safety sun-glass div.; R. J. Davis, I. W. Wilson, H. S. Woodbridge, V. D. Kniss, W. K. Hannon, vice-presidents; W. J. Dreves, vice-pres. finance; H. C. Kimball, secy.; J. B. Sly, gen. counsel; J. E. Rischitelli, treas.; C. E. Hart, export sls. mgr.; G. A. Anderson, dir. pub. rel. **Adv. Agcy.** — Southerland - Abbott, 581 Boylston st., Boston, Mass. F. L. Keller, acct. exec.

**AMERICAN PAINT CO.,** 902 N. Larrabee st., Chicago 10, Ill. Lacquer, synthetic enamels, undercoatings. U. M. Roberts, pres.; W. A. Larson, vice-pres.; P. R. White, secy.; E. M. Anderson, treas.

**AMERICAN PLAN CORP.,** 99 Park ave., New York, N. Y. Specialists in automotive. physical damage insurance requirements of self-financing automobile dealers, and financial institutions. Mark M. Hart, pres. and chmn. of bd.; Clyde Cunnagin, exec. vice-pres.; Mort Weinberg, vice-pres., treas.; G. J. Wink, secy.; R. W. Hart, asst. vice-pres.; J. R. Grasso, asst. treas.; M. R. Cacace, asst. secy.

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**AMERICAN SAND-BANUM CO., INC.** Meadow Brook National Bank Bldg., Freeport, N. Y. Sand-Banum Special, automobile radiator treatment in tablet form. Louis Bradie, pres.; F. Fuilgrabe, secy.; Ray Hawley, adv. mgr.

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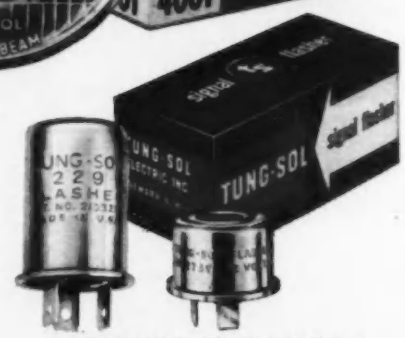


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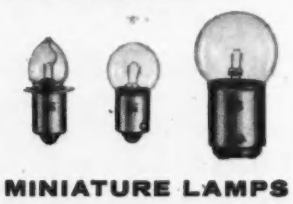

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# Who's Who in the Auto Industry

(Continued)

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**APEX MANUFACTURING CO.,** 1501 Powell st., Emeryville 8, Calif. Garden tractors, quick oil changer, hand and air operated oil dispensers, paper towel dispensers. Lloyd A. Johnson, pres.; Joseph P. Carlevaro, vice-pres., gen. mgr., chief engr.; David P. Perreira, secy.-treas., pub. rel. mgr.; Kelsey J. Woods, purch.

**APPLETON ELECTRIC CO.,** 1701-59 Wellington ave., Chicago 13, Ill. Reelites, industrial lighting. Arthur I. Appleton, pres.; F. W. Wehrheim, vice-pres. sales; I. W. Strong, exec. vice-pres.; W. E. Schroeder, treas.; J. Chambers, Lighting div. mgr.; M. Schreiber, secy.; Elmer V. Aldridge, asst. vice-pres. sales; George P. Darby, sales mgr., auto div.; W. C. Wineberg, mgr. adv. dept.; W. A. Robertson, pur. agt.; J. Janecko, asst. **Det. Rep.**—H. A. Buegel, 18035 James Couzens hwy., Detroit. **Adv. Agcy.**—Kencliffe, Breslich & Co., Chicago, Ill. Herman Breslich, acct. exec.

**APPLIED ARTS CORP.,** 365 Lane ave., S.W., Grand Rapids 4, Mich. Precision metal stampings, plating, and assemblies for automotive and home appliances. Clark E. Pardee, sales mgr. Detroit sales office, 413 Curtis bldg., Detroit 2, Mich.

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**ARMSTRONG-NORWALK RUBBER CORP., Div. of Armstrong Rubber Co.,** 20 Glover ave., Norwalk, Conn. Foam rubber, re-tread rubber (camelback), tire repair materials, foam rubber products. F. Machlin, pres.; J. A. Walsh sr., chmn. of bd.; F. L. Dwyer, treas.; C. E. Rueckert, vice-pres. and gen. mgr.; L. Sklarz jr., adv. mgr.; **Elias Adler, sales** mgr.; R. L. Carlson, foam prod. mgr.; H. M. Montague, plant engr.; A. B. Nordin, pur. agt.; B. S. Anschutz, buyer.

**ARMSTRONG RUBBER CO.,** 475 Elm. st., West Haven 16, Conn. Passenger, truck, farm tractor, special purpose tires and tubes, foam rubber. James A. Walsh sr., chmn. bd. of directors; Frederick Machlin, pres.; Charles K. Novotny, vice-pres. mfg.; Eugene A. Roberts, vice-pres. research and development; John H. Fielding, vice-pres.; Paul L. Giblin, vice-pres., sales; Frank L. Dwyer, vice-pres.; secy.-treas.; James A. Walsh jr., vice-pres.; Frederick E. Buddenhagen, vice-pres.; Charles E. Rueckert, vice-pres. Leo Sklarz jr., adv. mgr.; J. B. Florence, chief engr.; A. B. Nordin jr., pur. agt.; Edw. Bates, traf. mgr. **Adv. Agcy.**—Lennen & Newell, New York, N. Y. William Mahu, acct. exec.

**ARN-WOOD CO.,** 610 W. Colfax, Denver, Colo. Coil compressor, coil guides and clamps. Step plates and walkways for raising alignment man to position for under hood services. Coil spring spacers, axle and knee action shims, idler arm and ball joint kits and alignment correction tools. R. S. Arnold, C. E. Woodend, partners.

**ARNDT-PALMER LABORATORIES, INC.,** Melvindale, Mich. Manufacturer of automotive interior appearance reconditioning materials. W. P. Palmer, pres.; R. G. Arndt, secy.-treas.

**ARNOLT, INC., S. H.,** 2130 N. Lincoln ave., Chicago 14, Ill. Importers and distributors of MG, Nardi, Morris, Aston Martin, Riley, Daimler. Manufacturers of Arnolt-MG Car., Arnolt-Bristol. S. H. Arnolt, pres. and treas.; James Clark Smith, vice-pres. and secy.; Jack Y. Nakagawa, wholesale mgr. **Adv. Agcy.**—Mann-Ellis, Inc., 65 East 55th st., New York 22, N. Y.

**ARO EQUIPMENT CORP.,** Enterprise and Trevitt, Bryan, O. Lubrication equipment, air tools, aircraft products and grease fittings. M. J. Anderson, pres.; L. L. Hawk, vice-pres., secy.-treas.; R. W. Morrison, vice-pres.; C. A. Stutzman, mgr. Lubrication Equip. Div.; G. S. King, adv. mgr. **Det. Rep.**—H. S. Huntsberry. **Adv. Agcy.**—Beeson-Reichert, Inc., Toledo, O.

**ARO TOP SALES CO.,** 191 Webster st., W. Newton 65, Mass. Replacement convertible tops, plastic rear curtains, top pads, rear quarter pads. J. R. Hamlin, gen. mgr.; George Shapiro, sales mgr.; Harold Shapiro, works mgr. **Adv. Agcy.**—Burvill and Cox, Boston, Mass.

**ARROW ALUMINUM CASTINGS CO.,** 3135 Berea rd., Cleveland 11, O. Aluminum sand, die castings and permanent mold castings. Peter J. Petto, pres.; Peter J. Petto jr., vice-pres.; R. B. Wolff, treas. and pur. agt.; J. E. Simon, gen. mgr. **Det. Rep.**—Clifton & Sons Sales Co., 20062 John R st., Detroit 3, Mich.

**ARROW ARMATURES CO.,** 15 Fordham rd., Boston 34, Mass. Field coils, rebuild auto generators, starters and armatures. Albert S. Holzwasser, pres.; H. A. Holzwasser, asst. treas.; James P. Ledbetter jr., mgr. Spartanburg, S. C. div.

**ARROW SAFETY DEVICE CO.,** Holeman st., Mount Holly, N. J. Automotive lighting and safety equipment. A. Hopkin jr., pres.; Paul F. Middleton, secy. and gen. mgr.; William Hopkin, treas.; D. W. Ogilvie, sales mgr.; Robert R. Rossi, chief engr.; William M. Hartranft, pur. agt.; V. J. Sears, plant mgr., Georgetown, Del. plant No. 2. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa.

**ARTER GRINDING MACHINE CO.,** 15 Sagamore rd., Worcester 5, Mass. Rotary surface grinders, external cylindrical grinders, internal grinder, automatic cylinderical grinders, tape controlled digital spacing tables. Harry Arter, pres.; William Arter jr., vice-pres., treas.; Robert F. Reid, mgr. sales, adv. and prom.; A. Sangster, cf. engr. **Det. Rep.**—Riordan Machinery Co., 213 Curtis bldg. **Adv. Agcy.**—Tippett and Co., Wellesly, Mass.

**ARTISAN METAL WORKS CO.,** 11400 Madison ave., Cleveland 2, O. Sheet metal fabrications, cases, cabinets, cabs, radiator shrouds, guards, tables, tanks, etc.; D. A. MacRitchie, vice-pres., gen. mgr.; W. D. Ford, pur. agt. **Adv. Agcy.**—Howson Advertising, Cleveland, O.

**ARVIN INDUSTRIES, INC.,** 13th and Big Four RR, Columbus, Ind. Contract automotive parts. Arvin car heaters. Glenn W. Thompson, pres. and chmn. of bd.; Harlan B. Foulke, Fred E. Daniel, John C. Marshall, Lawrence E. Simons, Orphie R. Bridges, Eldo H. Stonecipher, Yandell C. Cline, Edmund Ludlow, vice-presidents; Gordon T. Ritter, secy.; T. Earl Robinson, treas.; James Jewell, adv. mgr.; Robert Schaerges, automotive sales mgr.; Don Shumway, automotive asst. sales mgr.; Dick Williams, sales director, electronics and appliances division; Thomas A. Danner, automotive chief engr.; Carl E. Boswell, traf. mgr. **Det. Rep.**—Chester L. Snyder and Joe T. Atkins, 17711 West McNichols rd., Detroit 35, Mich. **Adv. Agcy.**—Roche, Rickerd & Cleary, Chicago, Ill. Miner F. Williamson, acct. exec.

**ASBESTOS MFG. CO.,** Sabine st., Huntington, Ind. Automotive and industrial brake linings and friction material, clutch facings, automotive and fractional horsepower belts, radiator hose, miscellaneous hoses and bonded brake shoes. W. E. Hill, pres.; Tom Bell, vice-pres. E. A. Burroughs, ind. and O. E. M. sales serv. mgr.; R. D. Conger, auto. replacement sales service mgr. Original Equipment Sales—16416 W. Seven Mile rd., Detroit 35, Mich., B. F. Sprague and N. Bania.

**ASHLEY MFG., HARRY K.,** 2305 Cherry st., San Leandro, Calif. Catalog racks, reflected signs. Harry K. Ashley, pres.; Arthur Morgan, gen. mgr.; Dave Mellow, chief engr.

**ASHTON EQUIPMENT, INC.,** 1701 W. Lafayette, Detroit 16, Mich. Wrecker bodies, power wreckers, extension booms, special equipment. Afton A. Himick, pres.; Frances E. Himick, vice-pres., treas.; Chas A. Swaby, secy. **Det. Rep.**—Ashton Sales, Inc., 1701 W. Lafayette. Director of Sales—Lue Snelling. **Adv. Agcy.**—Dudgeon, Taylor & Brushke, Inc., Detroit 2, Mich.

**ASSOCIATED EQUIPMENT CORP.,** 5170 San Francisco, St. Louis 15, Mo. Battery chargers, fast cooler fans, fast cutter power mowers, associated kar-starts. Ralph Casey, pres., gen. mgr., sales; Glen A. Delf, vice-pres.; Arthur Wedler, secy.; George A. Delf, treas.; Carl T. Busse, serv. mgr.; Robert L. Wolf, chief engr.; Lee J. Thomure, pur. agt. **Det. Rep.** — Erry S. Loewenthal, 13444 Fenkell st., Detroit, Mich. **Adv. Agcy.**—Charles W. Bolan Organization, St. Louis, Mo. Charles W. Bolan, acct. exec.

**ASSOCIATED PRODUCERS, INC.,** 1100 N. Huron River dr., Ypsilanti, Mich. Fillers, cements, adhesives, potting and casting plastics, coatings, strippers, tack rags. The Super Line, refinish shop materials, metallic caulking-sealers. Goo-jet guns and refill cartridges. Charles O. Spillman III, pres.; G. F. Stewart, plant mgr. and traf. mgr.; M. E.

(Continued)

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costs do not determine part
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*A progress report . . .*

**Lyon . . . specialists in stainless steel**

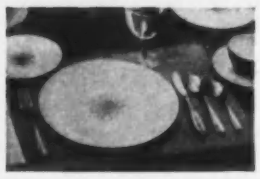
*NEW FULL-DIAMETER WHEEL COVER*

Interesting developments continue at Lyon, Incorporated.

Along with developments in automotive wheel cover products (which include a new, economical attaching development fitting on the wheel flange for a full-diameter wheel cover completely covering the rim), Lyon is putting their stainless steel know-how to work in other fields. Take the home, for example. Lyon's first flatware pattern—Calypso—is already finding its way into America's smartest dining rooms. But the diversification program doesn't stop there. A completely new line of Lyon sinks—Lyoncraft—recently caused a lot of excitement at the National Plumbing Show

You can look to Lyon for the newest developments in stainless steel.

*NEW LYON PRODUCTS MAKE DEBUT*



Calypso, Lyon's successful, new flatware, is designed for informal or casual dining . . . boasts an elegantly simple design, a soft lustrous finish.

Pacesetting Lyoncraft Stainless Sinks, with exclusive Redi-Rim** and Disposo-Well*, are winning praise from builders everywhere. *Patent Pending

**DEVELOPMENTS IN CANADA**

Canadian Motor Lamp, a Lyon subsidiary, supplies Canadian automotive industry with stampings, hub caps, wheel covers, head and tail lamps.

**LYON INCORPORATED**
13881 W. CHICAGO BLVD.
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No need to move grinder from wheel to wheel.

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Only 2 simple adjustments.

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GRINDS 8 SHOES IN LESS THAN 4 MINUTES

WIDE RANGE
Handles shoes for drums 8" to 17" diameter.

Grind lining for Adjustable, Fixed, Self-Centering or Center Plane Brakes. Cam grind or grind to exact arc of drum.

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Accurately used by inexperienced help.

NO FLYING DUST
Has built-in vacuum system. Save clean-up time.

only $252.45 complete

NO. 4140 FIXED ANCHOR SHOE CLAMP

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# Who's Who in the Auto Industry

(Continued)

Wells, secy-treas. **Det. Reps.** — L. C. Scheel, E. A. Asn.

**ASSOCIATES INVESTMENT CO., and Associates Discount Corp., Associates** bldg., South Bend 24, Ind. Automobile financing, commercial and personal loan. Robert L. Dare, chmn.; W. F. Gaunitz, pres.; E. D. Campbell, vice-pres. and treas.; V. B. Hungate, T. C. Dye, R. H. Van Aman, vice-presidents.; T. O. Pettit, adv. mgr. **Adv. Agcy.**—MacDonald-Cook Co., South Bend, Ind. Claude Mendell, acct. exec.

**ATHOL MANUFACTURING CO.,** 71 Chestnut Hill ave., Athol, Mass. Vinyl coated fabrics for automobile and truck upholstery and trim. E. A. Clare, pres.; F. L. Ford, vice-pres.; Fred E. Wilcock, treas.; R. M. Tyler, sales mgr.; T. E. Schmidt, supt.; D. B. Walker, plant engr.; Terson (R) Div., Butner, N. C.; L. A. Girard, supt. **Det. Rep.**—Auchterionie & Sons, Inc., 668 Pallister ave., Detroit 2, Mich. **Adv. Agcy.**—Givaudan Advertising, Inc., 34 E. 39th st., New York 16, N. Y. Ben T. Givaudan jr., acct. exec.

**ATLANTIC BRAKE LINING CO.,** 89 Dummer st., Brookline 46, Mass. Brake lining. A. Comins, sales mgr.

**ATLAS ASBESTOS CO.,** 485 Walnut st., North Wales, Pa. Molded and woven brake lining, clutch facings, crankshaft gaskets for Fords and crankshaft rear bearing oil seals, twisted asbestos valve stem packing. J. C. Johnston, pres., treas.; W. H. Johnston, vice-pres., gen. mgr.; W. Wurster, secy.; I. A. Melby, works mgr.; G. F. Hopkins, sales mgr., adv. mgr.; R. E. Beidler, asst. sales mgr.; L. C. Morrell, pur. agt. **Adv. Agcy.**—Raymond A. Sholl & Co., Upper Darby, Pa. R. A. Sholl jr., acct. exec.

**ATLAS AUTO SEAT COVER CO.,** 440 Lafayette st., New York 3, N. Y. Auto seat covers in ready made and custom tailored types and related products. Irving Tinkelman, partner; Joseph Weinstock, partner; H. E. Weinstock, sales mgr.; Jay Glickman, regional sales mgr.

**ATLAS BODY CORP.,** 4150 E. Thompson, Philadelphia 37, Pa. Bodies, trailers. S. A. Berger, pres., gen. mgr.; H. A. Berger, vice-pres., treas.; L. Gold, secy.; L. Fromm, wks. mgr.; C. H. Roberts, sales mgr.; B. Boring, chief engr. **Adv. Agcy.**—Wilfred Jacobi, Philadelphia, Pa.

**ATLAS DROP FORGE CO.,** 209 W. Mt. Hope ave., Lansing 4, Mich. Steel drop forgings. J. E. Martin, pres.; C. G. Ryan, vice-pres. and gen. mgr.; L. L. Melick, vice-pres. and treas.; J. R. Miller, vice-pres.; R. C. Petro, asst. secy.-treas.; A. O. Peterson, pur. agt.; H. A. Markle, chief engr.; Francis Holland, sales mgr.

**ATLAS INTERNATIONAL CO.,** 1545-47 N. Fairfield ave., Chicago 22, Ill.; 1405 W. Pico blvd., Los Angeles, Calif. Replacement convertible tops. Harold H. Carter, pres.

**ATLAS PRESS CO.,** 2505 N. Pitcher st., Kalamazoo 13D, Mich. Precision bench lathes, geared head lathes, milling machines, shapers, drill presses, grinders, grinder-hones, bench and floor model tilt arbor saws, jig and band saws, jointers, wood lathes, shapers and sanders. J. E. Penniman, pres.; G. C. Nancarrow, E. Marsland, vice-presidents; Frank Leander, secy.; G. C. Nancarrow, sales mgr.; W. F. Brown, adv. mgr. **Adv. Agcy.**—Stevens, Inc., Grand Rapids, Mich.

**ATOMIX, INC.,** P. O. Box 486, Wilmington, Del. Atolak wax and cleaner. W. H. Fenn, III, pres.; Carsten F. Boe, vice-pres.

**ATOMIZED MATERIALS CO., INC.,** 207 Rauch bldg., Pittsburgh 5, Pa. Kwik-metal cold solder, Kwik-Patch chemical fabric patch. Charles H. Allen, pres.; Regis E. Lynch, vice-pres. and treas.; Charles H. Allen, works mgr.; Regis E. Lynch, pur. agt. **Det. Rep.**—Roy Baldwin, 15111 W. Nine Mile rd.

**ATTWOOD BRASS WORKS, INC.,** 302 Douglas st., N.W. Grand Rapids 2, Mich. Automotive, bus, funeral car, taxicab, marine hardware and fittings, automatic screw machine parts. B. H. Cook, pres.; R. C. Griffin, secy.-treas.; J. B. Cook, vice-pres. & gen. mgr.; L. L. Harrison, pur. agt.; C. C. Gravengood, sales mgr.; T. P. Mainzinger, chief engr.

**ATWOOD VACUUM MACHINE CO.,** 1400 Eddy ave., Rockford, Ill. Boat and utility trailer hitches, couplers, bumper clamps, trailer balls. H. E. Nunn, jr., sales mgr. **Det. Rep.**—S. I. Mallon, 14329 Faust. **Adv. Agcy.** — Hollingsworth & Associates, Rockford, Ill.

**AUBURN-CORD-DUESENBERG CO., Div. of Mast Foos Mfg. Co.,** Auburn, Ind. Parts for various cars no longer in manufacture. Dallas E. Winslow, partner; H. S. Liddell, gen. mgr.

**AUBURN SPARK PLUG CO., INC.,** 89 York st., Auburn, N. Y. Automotive spark plugs (single & triple electrode-black rust proof and chrome plated), jet aircraft ignitors, spark plug wrenches. C. J. Nolin, pres. and gen. mgr.; A. R. Nolin, vice-pres.; Wm. A. Morgan, secy-treas.; Stephen M. Webb, adv. mgr.; James Greene, sales mgr.; A. J. Battey, cf. engr.; W. E. Norman, traf. mgr.; John Gleason, pub. rel mgr. **Det. Rep.**—Dwyer-Schubart & Assoc., 587 Elberson ave., Cincinnati, O. **Adv. Agcy.**—Richard & Webb, Syracuse, N. Y.

**AURORA EQUIPMENT CO., Equipto Div.,** 422 Cleveland ave., Aurora, Ill. Steel shelving, automotive parts bins, tool storage bins, bolt and nut bins, storage bins and shelving, tool stands, work benches, drawer cabinets, lockers, display cabinets. John Dunham, pres.; M. D. Matyas, secy ; Paul Streit, dir. of sales; Floyd D. Keck, treas.

**AUSTIN MOTOR CO. LTD. (ENGLAND),** 27-29 West 57th st., New York 19, N. Y. Sir Leonard P. Lord, K.B.E., pres.; R. J. Lucas, secy. Cars distributed and imported in the United States by Hambro Automotive Corp., 27-29 West 57th st., New York 19, N. Y. A. E. Birt, vice-pres.

**AUTO COSTS PUBLICATION,** Box 224, New York 1, N. Y. Publish book on wholesale costs of American automobiles and American trucks, inclusive of equipment. Robert Walker, pres.

**AUTO-CRAT MANUFACTURING CO.—Div. of the B-N Corp.,** 2425 San Fernando rd., Los Angeles 65, Calif. Eastern division plant—2850 Tyler Rd., Ypsilanti, Mich. Auto-Crat safety belts and attaching hardware. William M. Noe, pres., gen. mgr.; William A. Leonard, vice-pres., sales mgr.; Hazel V. Noe, secy.; E. T. Stephens, treas.; Don Heber, works mgr.; Wm S. Eason, chief engr.; D. B. Farmer, pur. agt. **Det. Rep.**—William A. Leonard, 2850 Tyler rd., Ypsilanti, Mich. **Adv. Agcy.** — Clarence Jay and Associates, 3608 Edenhurst, Los Angeles, Calif.

**AUTO FRICTION CORP.,** 87 Dummer st., Brookline 46, Mass., and 114 Carter st., Chelsea, Mass. Brake lining. S. A. Comins, pres. and treas.; Adrian Comins, asst. treas.; Herbert C. Conover, prod. mgr.; T. J. Berg, sales mgr. **Adv. Agcy.**—Parsons, Central and Friedman, Boston, Mass. R. Friedman, acct. exec.

**AUTO GLASS MFG. CO.,** 8701 Grinnell ave., Detroit 13, Mich. Safety glass, laminated glass for automobiles and television. F. D. Knoblock, pres. and gen. mgr.; Hale A. Clark, secy.; E. C. Class, vice-pres. chge. sales; R. K. Hill, sales mgr.

**AUTO LAMP MFG. CO.,** 2909 Indiana ave., Chicago 16, Ill. Automotive lighting equipment. Abe Milliman, gen. and sales mgr.; Henri Dibelka, chief engr.; Irwin Newman, pur. agt. **Adv. Agcy.**—Burlingame & Grossman, Chicago, Ill.

**AUTO PRODUCTS MFG. CO.,** 314 N. Ewing ave., St. Louis 3, Mo. Killian glass tube fuses. Richard M. Lottes, gen. mgr. **Det. Rep.**—W. F. Mathews, 460 New Center bldg., Detroit, Mich.

**AUTO SALES AIDS,** 725 N. Western ave., Suite 5, Los Angeles 29, Calif. Sales promotion material, sales training material, prospect books (mental attitude, methods and money) for automobile salesmen. Clifford H. Perrin, gen. mgr.

**AUTO SPECIALTIES MFG. CO.,** Graves st., St. Joseph, Mich. Jacks, disc brakes, malleable iron castings, cast steel crank shafts, J. W. Tiscornia, pres. and gen. mgr.; W. V. Tiscornia, vice-pres.; A. E. Zick, vice-pres. and secy.; Lester Tiscornia, treas.; W. G. Ferrell, vice-pres. mfg.; M. B. Lucker, vice-pres. engr.; S. H. Paul, sales mgr.; A. W. Schultz, sales prom. mgr.; E. Kirchoff, serv. mgr.; E. Millhouse, pur. agt.; A. R. Wendt, prod. mgr.; L. F. Krieger, pub. rel. mgr. **Det. Rep.** — To mfgs.: D. G. Plue, Don Gotsch and R. C. Kennedy; to jobbers: Harry A. Goff. **Adv. Agcy.**—Paxson Adv. 720 E. Main st., Benton Harbor, Mich. Chester A. Wold, acct. exec.

**AUTO TRUCK EQUIPMENT CO.,** 8381 Lyndon, Detroit 38, Mich. Manufacturers of auto truck, tow truck wrecker bodies, cranes and equipment. W. H. Kneppreth, pres.; H. F. Kneppreth, vice-pres.; Chas. E. Gerich, secy. and controller; Robert Picotte, works mgr.

**AUTO-VEHICLE PARTS CO.,** 1032 Saratoga, Newport, Ky. Automotive hardware and replacement parts, seat cover fasteners. Frank X. Homan, pres. and gen. mgr.; Jack L. Schrader, sales mgr.; John Anderson, resch. dir.; Earl Smith, credit mgr; David Coe, export mgr.; John K. Scharnald, pur. agt.

**AUTO VENTSHADE CO.,** 5260 Peachtree Industrial blvd., Chamblee, Ga., (Atlanta). Ventshades (rain shields and sun shades for the windows and doors of automobiles). A. R. Phillips jr., pres.; Harold W. Goodman, secy. and treas. **Adv. Agcy.**—Lowe & Stevens, 685 West Peachtree, N. E. Atlanta, Ga. John H. Stevens, acct. exec.

**AUTO WARRANTY CO.,** 1000 Telfair St., Augusta, Ga. Bonding of new and used cars. C. C. Johnson, pres.; J. N. Thomason, vice-pres.; F. S. Paterson, vice-pres.

**AUTOCAR DIV. of The White Motor Co.,** Exton, Pa. Heavy duty motor trucks and tractors. K. A. Roesch, exec. vice-pres.; I. N. Weaver, contr.; B. B. Bachman, dir. of engrg.; A. Geipke, dir. of mfg.; H. L. White, sales mgr.; S. C. Hennessy, sales prom. asst.; Gordon Stevens, pur. agt.; John Usher, asst. **Adv. Agcy.** — D'Arcy Advertising Co., Cleveland. O. J. C. Toedtman, acct. exec.

**AUTOMATIC RADIO MFG. CO., INC.,** 122 Brookline ave., Boston 15, Mass. Custom built and Universal mount auto, truck and tractor radios. David Housman, pres. and treas.; A. J. Housman, vice-pres. and gen. mgr.; J. J. Grady, secy. and pub. rel. mgr.; Leo Maltzman, works mgr.; E. L. Housman, sales mgr. and adv. mgr.; H. E. Housman, asst. sales and sales prom. mgr.; H. Lawrence, serv. mgr.; John DeMetrick, chief engr.; Frank M. Housman, pur. agt.; J. C. Loring, parts and acct. mgr.; Dave Marks, traf. mgr. **Adv. Agcy.**—Allied Advertising, Boston, Mass.

**AUTOMATIC SPRING COILING CO.,** 4041 W. Thorndale, Chicago 30, Ill. Engine valve springs, other precision mechanical springs, transmission springs, clutch springs. H. J. Bolin, pres.; H. R. Bolin, vice-pres.; M. C. Bolin, treas.; R. C. Lambrecht, asst. gen. mgr.; E. Wennerholm, supt.; R. M. Slafter pur. agt. **Adv. Agcy.**—Richard Morton Co., Chicago, Ill. Warren Luedtke, acct. exec.

**AUTOMATIC STEEL PRODUCTS, INC.,** 1201 Camden ave., S.W., Canton 6, O. Frank B. Johnston, chmn.; Glenn M. Brown, pres. and gen. mgr.; John E. Carnahan, vice-pres. in chge. of sales; E. T. Buckwalter, vice-pres. in chge. of mfg.; Harry F. Tate, secy. and treas.; Robert J. Killian, chief engr.; Richard A. DeCorps, pur. agt. **Adv. Agcy.**—Frank B. Johnston, Advertising Inc.

**AUTOMOTIVE AND AIRCRAFT DIV., American Chain & Cable Co., Inc.,** 601 Stephenson bldg., Detroit 2, Mich. Brake controls, push-pull controls, disc brake for truck and buses, aircraft controls, fittings, assemblies. W. F. Wheeler, chmn. of bd.; C. N. Johns (N. Y.), pres.; Harry Williams, vice-pres., sales mgr. (Detroit); A. C. Laske, secy.-treas.; E. V. Creagh (Bridgeport), adv. mgr.; Clifford G. Strote (Bridgeport), dir. of pur.; M. C. Ness, asst. dir. of pur. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

**AUTOMOTIVE BIN SERVICE CO.,** 10040 Freeland ave., Detroit 27, Mich. Parts storage equip., parts bins, bulk bins, pallet racks, steel shelving, merchandising displays. Rex R. Brubaker, pres.; Everett McRae, vice-pres.; Stan Brubaker, vice-pres.; Roy D. Angers, secy.-treas.; Norm Hooper, sales mgr. Branch

(Continued)

Nationally advertised prices:
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*at U.S. Ports of entry, plus taxes.
Slightly higher West Coast.

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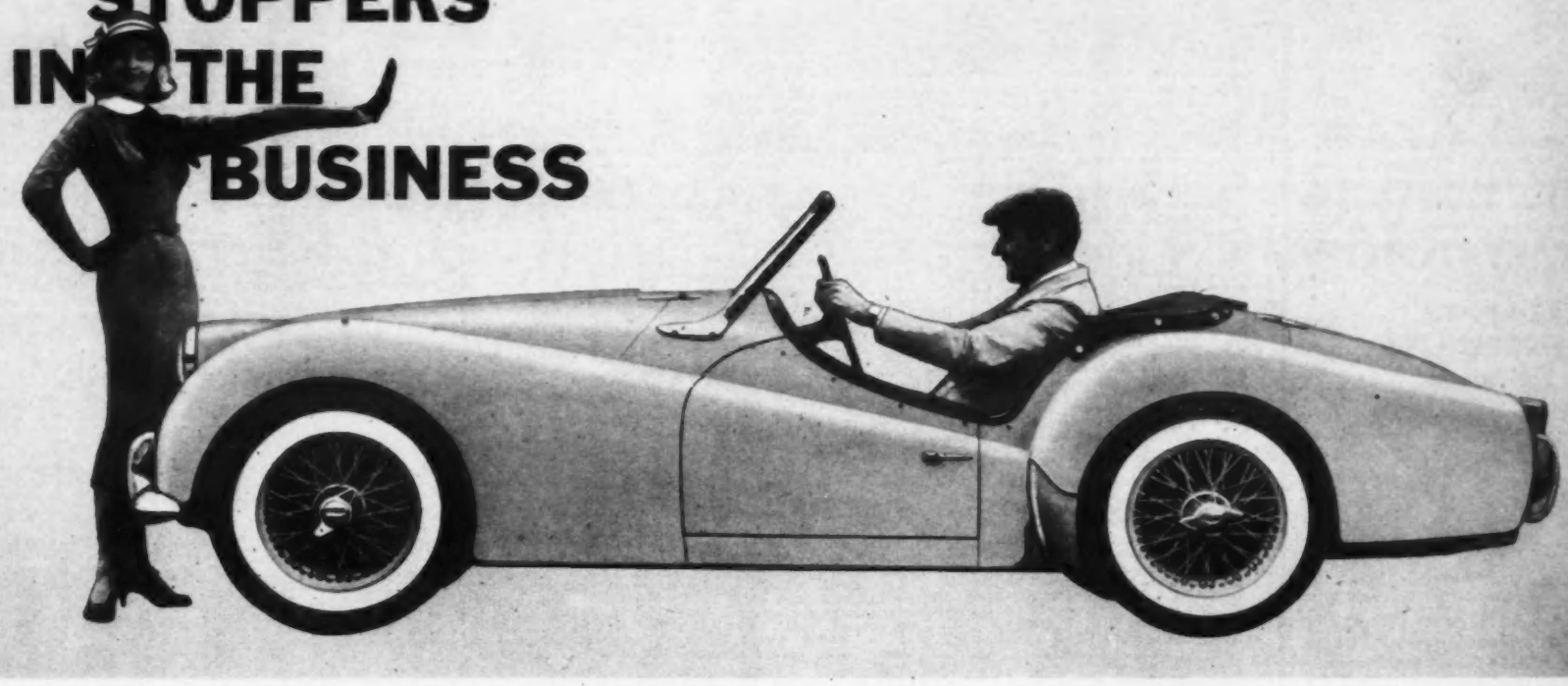

These British beauties, that have everything stopped for performance value, are the best showroom stoppers in the business. The sleek, handsome 1958 TR3 offers famous Standard-Triumph sports car riding qualities at America's most competitive price. The remarkable Sedan and Estate Wagon have brought America a spectacular endurance record from every part of the globe. Just listen to these sales features! They both average 60,000 wonderful miles without a major overhaul . . . do up to 78 miles an hour . . . give 40 miles to the gallon . . . service is easy, parts are interchangeable! And we're telling the world about these marvelous performers . . . in powerful national advertising and promotion that's sending new traffic to the Triumph dealer's showrooms every day. So open the door to greater volume now. Write for full information:

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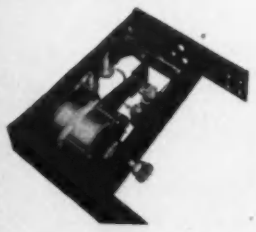

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# Who's Who in the Auto Industry

(Continued)

offices: Buffalo, Cleveland, Cincinnati, Louisville, Indianapolis.

**AUTOMOTIVE ENTERPRISES,** Jaikins bldg., 1100 N. Woodward, Birmingham, Mich. Research for sales prom. and management ideas for retail dealers of the nation. **Adv. Agcy.** — Richardson-Shaw, Inc., Detroit, 35.

**AUTOMOTIVE EQUIPMENT MFG. CO.,** 11000 S. Alameda st., Lynwood, Calif. Lee end lift, garage stands, pneumatic bumper lift, tubeless truck tire changer, air operated Lee bead breaker. L. F. Reisig, pres. **Adv. Agcy.**—Mann Advertising Agency, Los Angeles, Calif.

**AUTOMOTIVE FINISHES, INC.,** 8747 Brandt, Dearborn, Mich. Enamels, lacquers, thinner, reducers, surfacers, primer surfacers, rust stop primers, Novar sealers, glaze and spot putty, undercoaters, tinting lacquers, enamels, metal wash. A. H. Penzel, pres.; George Sonnefeld, vice-pres.; E. C. Ray, secy.-treas.; A. H. Penzel, gen. mgr.; C. R. Hall, sales mgr.; F. W. Wallace, pur. agt.; Fred Mueller, traf. mgr. **Adv. Agcy.**—Brindley Roth, Detroit, Mich.

**AUTOMOTIVE GEAR DIV., Eaton Mfg. Co.,** S. 8th and O sts., Richmond, Ind. Gears. G. W. Frame, gen. mgr.; R. C. Jacobs, production mgr.; Lester M. Wright, mgr. of sales engng.; H. B. Tappen, chief engr.; C. H. Lohmann, pur. agt. **Adv. Agcy.**—Kircher, Helton & Collett, Inc., Dayton, O.

**AUTOMOTIVE GRILLE CO.,** 2111 S. Michigan ave., Chicago 16, Ill. Automobile radiator replacement grilles. H. A. Winkelman, pres. & gen. mgr., dir. of sales; R. B. Winkelman, secy.-treas., pur. agt.; L. P. Wolfman, asst. sales & Adv. mgr.; T. Antonini, wks. mgr.

**AUTOMOTIVE INDUSTRIES, INC.,** Main st., Owendale, Mich. Automobile arm rests, truck sleeper cabs. John MacKenzie, pres.; A. MacKenzie, vice-pres. & treas.; J. F. McMullen, secy.; A. J. Wettlaufer, sales mgr.; Jacques Pellette, asst. sales mgr. **Det. Rep.**—A. J. Wettlaufer, 19000 W. Eight Mile rd., Detroit, Mich. **Adv. Agcy.**—Marvin Hahn Agency, Detroit, Mich.

**AUTOMOTIVE INVENTORY SERVICE CO.,** 10040 Freeland ave., Detroit 27, Mich. Inventory service for automobile dealers, distributors and parts wholesalers. Rex. R. Brubaker, pres.; Don Osborne, gen. mgr. **Det. Rep.**—C. C. Phillips. **Adv. Agcy.**—Creative Services, Detroit, Mich.

**AUTOMOTIVE & MARINE PRODUCTS CORP.,** 87 Harvard ave., Boston 34, Mass. Vapor lubricator for top cylinder lubrication; pressure type lubricators for specific engine installation and for use on diesel equipment, diesel starting injectors, gasoline starting injectors, dual fuel injector system. Draper M. Harvey, pres.; Earle B. Harvey, vice--pres.; Sten Nyberg, treas.; George Glazebrook, corp. clerk. **Det. Rep.**—Elton Eldredge, Detroit, Mich.

**AUTOMOTIVE MATERIALS CORP.,** 23rd floor, Fisher bldg., Detroit 2, Mich. Automotive trim materials, coated fabric and plastic cloth, headlinings, body insulating materials, hair pads, seat pads, trim and binding laces, plastics, cold drawn steel, polishing discs, automotive carpets, jute, filter materials, sound deadeners. L. H. Green, chmn. of bd.; Robert N. Green, pres. and gen. mgr.; R. E. Lawlor vice-pres.; A. C. Lademann, treas.; E. A. Blanchard, compt.

**AUTOMOTIVE PRODUCTS, INC.,** 1700 S. E. Grand ave., Portland 14, Ore. Diesel testing equipment, magneto fittings, timing analyzers. George H. Ohler, pres.; Rupert E. Perry, vice-pres. and shop foreman; Wm. Glaske, secy.-treas. and pur. agt.; George H. Ohler, sales mgr.

**AUTOMOTIVE RUBBER COMPANY, INC.,** 12550 Beech rd., Detroit 39, Mich. Rubber processing of all kinds, mechanical rubber parts (form-dipped process), rubber covered metal stampings, industrial fabrication and rubber linings, sponge rubber (close-cell type), molded polystyrene (special products). T. G. Meulenberg, pres.; R. L. Redmond, vice-pres.; V. M. Keyes, secy. and treas.; R. P. Ganchan, gen. mgr.; N. J. Crowe, asst. secy., office mgr. and pur. agt.; L. A. Woerner, vice-pres. Tech.; G. C. Ludwig, chief engr.; R. A. Lees, works mgr. **Adv. Agcy.**—Fred H. Forcier Advertising.

**AUTOMOTIVE SAFETY DEVICE CO.,** 280 Sigouiney St., Hartford 5, Conn. Safety devices. Albert W. Becker, pres., treas. and gen. mgr.; Dorothy E. Becker, vice-pres. and secy.

**AUTOMOTIVE SERVICE TOOLS, INC.,** P. O. Box 895, Lansing, Mich. Special service tools for motor trucks, engine valve gauges. Chas. E. Linn, pres.

**AUTOMOTIVE SPRING CORP.,** 3043 Bourke st., Detroit 38, Mich. Mechanical springs, metal specialties. L. H. Hecer, chmn. of bd., gen. mgr.; T. G. Meulenberg, pres.; R. L. Redmond, vice-pres.; V. M. Keys, secy.-treas.; E. Gall, works mgr.; G. E. Swartz, cf. engr.

**AUTOMOTIVE STAMPING & MFG. CO.,** 15391 Idaho, Detroit 38, Mich. Automotive parts, stampings, electric outlet and tool boxes, chair controls. G. B. Pingree, pres.; Mrs. E. D. Pingree, vice-pres.; A. L. Lamacohio, plant mgr.; Joseph C. Kell, sales mgr.

**AUTOTRAY CO., INC.,** 3901 E. 26th st., Indianapolis, Ind. Under-the-dash Autotrays, window Auto Snack-Bar (Autotray, Jr.), Fold-A-Tray, Litterette, and auto hamper. R. C. Black, pres. and gen. mgr.; Joseph A. Ashman, vice-pres., treas. and chief engr.; Okal S. Black, secy. **Adv. Agcy.**—Gary Ruben, Indianapolis, Ind.

**AVIS RENT-A-CAR SYSTEM,** 154 High st., Boston, Mass. Auto and truck rentals. Frederic C. Dumaine jr., pres., treas.; Frank Sawyer, chmn. of bd.; William B. Snow, chmn. finance comm.; Winston V. Morrow jr., exec. vice-pres.; Harold E. Melzar, secy.; John P. Moran, adm. vice-pres.; Francis J. Sawyer, Fred A. Mudgett, Frank B. Charmatz, Vincent P. Conroy, Clay A. Barnes, Randall W. Richards jr., William P. Bittenbender, vice-president; Harold T. Regan, compt.

## B

**B & M CORP.,** P. O. Box 6, Houma, La. Auto refrigerator. Lionel Babin sr., pres.; Lionel Babin jr., vice-pres., gen. mgr. and sales and adv. mgr.; Raymond A. Babin, secy. and asst. sales mgr.; Dudley Melancon, treas., traf. mgr.; Wilbert Dhuet, works mgr.; Henry Usie, asst. sales; Daniel Babin, pur. agt. **Adv. Agcy.**—Sewell Advertising Agency, Inc., Cigali bldg., New Orleans, La. Raymond A. Babin, acct. exec.

**BABACO ALARM SYSTEM, INC.,** 723 Washington st., New York 14, N. Y. Truck and car burglar alarm systems. Jack Seide, pres.; Louis Stieglitz, vice-pres.; William Blatz, secy. **Adv. Agcy.**—Walter J. Zimmerman Assoc., New York, N. Y. Walter J. Zimmerman, acct. exec.

**BADGER MANUFACTURING CO.,** 1505 City Court, Marinette, Wis. Automotive alloy pistons. E. D. Barggren, pres., sales mgr.; H. H. Remore, secy., gen. mgr.; Paul A. Munn, chief engr.; L. R. Kuntz, pur. agt.

**BADGER TOOL & MFG. CO., INC.,** 1501-11 W. Polk st., Chicago 7, Ill. Gas, radiator and oil filler caps, hub caps, shock absorber links, speed and sport equipment, car trays, window squeegees, warmup accelerators, chrome air cleaners. S. A. Krance, pres.; Herman Obergfell, vice-pres., chief engr.; A. J. Stanley, pur. agt.; M. Konchan, works mgr.; John A. Stoeller, sales mgr.

**BAILEY CO., THE, INC.,** 21 Water st., Amesbury, Mass. Automotive weatherstrips and glass run channel. David C. Bailey, pres., gen. mgr.; F. W. Shute, works mgr.; H. W. Pottle, chief engr.; W. M. Hilliard, pur. agt. **Det. Rep.**—Greene Sales, Inc., 4079 West Maple rd., Birmingham, Mich.

**BAKELITE CO., Div. of Union Carbide Corp.,** 30 East 42nd st., New York 17, N. Y. Raw material suppliers of resins and compounds for the production of laminates, impregnants, moldings, extrusions, abrasive products, coatings, electrical insulating parts, automotive ignition parts, jacketing and insulation for automotive wire. J. D. Benedito, vice-pres., in chge. of sales; C. W. Patton, mgr., advertising; W. J. Connelly, mgr., market programming; G. W. Crane, mgr., advertisements; Russ Matthews, mgr., publicity and presentations; J. F. Lynch, mgr., technical writing; A. J. Conway, mgr., art, prod. and cir. **Det. Rep.**—Bakelite Co., 10421 W. Seven Mile rd., Detroit 21, Mich. **Adv. Agcy.**—Richard LaFond Adv., Inc., 655 Madison ave., New York, N. Y.

**BAKER BROTHERS, INC.,** Post and Harleau st., Toledo, 10, O. Machine tools, drilling, boring, keyseating, contour, grinder, special multi-spindle high production drilling machines, automatic transfer machines. A. L. Baker, chmn. of bd.; R. A. Lehr, pres., gen. mgr.; R. A. Schafer, vice-pres., engrg.; D. A. Utley, asst. to pres.; R. Evisch, secy. contr.; R. Loudon, gen. sales mgr.; L. Kopfman, pur. agt. **Det. Rep.**—Baker Bros., Inc. Branch office, Dearborn, Mich. **Adv. Agcy.**—L. W. Ramsey, Davenport, Ia.

**BAKER INDUSTRIAL TRUCKS, Div. of Otis Elevator Co.,** 1250 West 80th st., Cleveland 2, O. Industrial trucks—fork lift, gas and electric; platform trucks, cranes and traveloaders. Eugene Caldwell, gen. mgr.; R. T. Tiebout, dir. of sales; A. E. Dorod, adv. mgr.; R. A. Moore, sales prom. mgr. **Det. Rep.**—Northland Equipment Co., 26000 W. Eight Mile rd., Detroit 41. **Adv. Agcy.**—G. M. Basford Co., 422 Leader bldg., Cleveland, O

**BALCRANK, INC.,** Cincinnati 9, O. Lubrication and service station equipment and machine tool parts. Allen T. Shott, chmn. of bd.; Richard P. Field, pres.; Leo Spalding and F. A. Johnson, asst. to pres.; J. R. Richardson, secy.-treas.; Frank Woelfer, chief engr.; Emmett Flannery, pur. agt.; E. D. Fox, serv. mgr.; N. A. Schlicklin, works mgr. **Det. Rep.**—Ed Fell, R. C. Ford Associates, 16532 Lauder st. **Adv. Agcy.** — Perry Brown Co., Cincinnati, O.

**BALDOR ELECTRIC CO.,** 4351-67 Duncan, St. Louis 10, Mo. Battery chargers, fans, motor grinders. E. C. Ballman, pres., gen. mgr.; E. W. Bruce, vice-pres.; G. A. Schock, secy., sales mgr.; O. A. Bauman, treas., wks. mgr.; Fred C. Ballman, chief engr.; Edmund B. Reinagel, pur. agt. **Det. Rep.** — W. M. Hamilton Co., 22612 Beech st., Dearborn, Mich. **Adv. Agcy.**—Charles W. Bolan Organization, 4903 Delmar blvd., St. Louis, Mo.

**BALKAMP, INC.,** 1454 E. 19th st., Indianapolis 7, Ind. Export Dept., 640 Fifth ave., New York, N. Y. Automotive replacement parts. Geo. B. Johnson, pres.; R. L. Stacey, vice-pres.; J. H. Baldwin, secy.-treas.; F. W. Bell, wks. mgr.; T. O. Willis, pur. agt. **Adv. Agcy.**—Caldwell-Larkin, Inc., Indianapolis, Ind. Storey Larkin, acct. exec.

**BALLAK & CO.,** 811 N. 9th, St. Louis 1, Mo. Motorcycle replacement parts, pistons, electro brightening of stainless steel components and trim, multi-wave and vari-matic tire grooving machines. John F. Ballak, pres., sales mgr., pur. agt.; L. K. Ballak, vice-pres.; J. Ballak jr., secy., chief engr., Eldridge Artz, wks. mgr.

**BANNER MFG. CO. INC.,** 37 Preston ct., Brooklyn 34, N. Y. Seat covers, seat cushions, arm rest covers, terry throw-covers, steeringwheel covers. **Master Automotive Chemicals Div.** — Brake fluid, transmission and motor oils, anti-freeze, complete line of miscellaneous automotive chemicals. Michael Trachtenberg, pres. and treas.; Alfred B. Abraham, vice-pres. and contr.; Saul Trachtenberg, secy.; Phil Rosenthal, traf. mgr.; Joseph J. Trachtenberg, vice-pres. and gen. mgr. **Adv. Agcy.**—Resnick & Katz, New York, N. Y.

**BARDAHL MFG. CORP.,** 1400 W. 52nd. Seattle 7, Wash. Crankcase additive, water pump lubricant, top oil, high temperature grease, household oil, outboard motor oil, carburetor cleaner, engine flush, sportsmen's oil, gasoline, antifreeze. O. Bardahl, pres.; W. G. Simpson, vice-pres.; C. B. Merritt, secy., treas. and gen. mgr.; James W. Phillips, sales and adv. mgr.; Don Simmons, chief chemist. **Adv. Agcy.**—Miller, Mackay, Hoeck & Hartung, Seattle, Wash. Gerald Hoeck, acct. exec.

**BARNES CO., W. F. & JOHN,** 301 South Water st., Rockford, Ill. Special machine tools for drilling, tapping, reaming, boring, facing, honing; Progress thru and transfer type. W. W. Barton, pres.; F. O. W. Bergquist, vice-pres.-treas.; R. B. Billingham, vice-pres., sales and engrg.; K. L. Finkenstaadt, vice-pres.-secy.; W. S. Austin, sales mgr.; C. A. Reynolds, factory mgr.; S. Stark, dir. of engrg.; E. Lawson, chief engr.; H. G. Anderson, serv. mgr. **Det. Rep.**—Kreuger-Barnes Corp., 1469 E. Grand Blvd.

**BARNES-GIBSON-RAYMOND, Division of Assoc. Spring Corp.,** 40300 Plymouth rd., Plymouth, Mich. (Tel. Plymouth 2310). Springs (valve, clutch and all mechanical types), wire forms, small stampings. C. J. Stofko, gen. mgr.; W. J. Black, sales mgr.; Wm. Wood, chief engr.; G. C. Sessions, mktg. mgr.; Fred Wagner, factory works mgr.; D. M. Park, pur. agt.; J. Mitchell, per. dir.

**BARNES - GIBSON - RAYMOND DIV., Associated Spring Corp.** (Cook Plant), 401 East Stadium blvd., Ann Arbor, Mich. (Tel. Normandie 3-4258). Springs (valve, clutch and all mechanical types), wire forms, small stampings. C. J. Stofko, gen. mgr.; Oscar L. Joseph, plant mgr.; W. J. Black, sales mgr.; Wm. Wood, chief engr.; Milton Frisbie, factory supt.; J. P. McCarthy, pur. agt.

**BARNETTE & CO., INC., GUY,** 239 South Dudley, Memphis, Tenn. Ambulances, funeral coaches, flower cars, combination units, service cars. Guy Barnette, pres.; David Ballon, secy.; W. R. Snyder, gen. mgr.; Clyde Owens, works mgr., chief engr.; L. E. Barnette, sales mgr. **Adv. Agcy.**—Schorr & Muller, Memphis, Tenn. Harry Schorr, acct. exec.

**BARRETT EQUIPMENT CO.,** 21st and Cass, St. Louis 6, Mo. Brake service tools and equipment, tire truers and equipment. H. B. Barrett, pres.; E. R. McAtee, exec. vice-pres.; John Chura, vice-pres.; Marcia Myers, secy.; R. L. Stotlemeyer, asst. sales mgr.; Gus Blum, admin. of sales.; Ernest Fark, chief engr.; John P. Miller, pur. agt. **Adv. Agcy.**—Research & Institute Advertising, Inc., St. Louis, Mo.

**BARRY CLEVELAND, INC.,** 1400 West 25th st., Cleveland, O., Sta. A, Box 1037, Creators of Stoc-Tikit car system, inventory controls, order books, appraisal forms, used car and truck promotions. Rudolph R. Barry, pres. **Adv. Agcy.**—Landau & Wood, 1816 E. 33rd st., Cleveland 14, O.

**BAR'S PRODUCTS SUPPLY, INC.,** P. O. Box 146, Holly, Mich. Radiator stop leak. Fred D. Barton, pres.; Ethel A. Barton, vice-pres.; Wm. L. Christiansen, secy.-treas. **Det. Rep.**—Bar's Products of Mich., 5871 S. Telegraph, Dearborn 9, Mich.

**BATHEY MFG. CO.,** 100 S. Mill, Plymouth, Mich. Small parts handling and storage equipment; parts crib equipment; shipping and special racks for handling; accessories for the above. D. Bathey, pres., gen. mgr.; E. R. Larson, vice-pres., works mgr.; R. B. Armstrong, secy.-treas. **Adv. Agcy.**—Brewer Associates, Dearborn, Mich. Dick Henson, acct. exec.

**BAY MFG. DIV., Life Time Products Corp.,** 11836 San Vicente, Los Angeles 49, Calif. Gen. Sales Offices, Canfield, O. Truck and automotive end lifts, bumper jacks, ramps, stands, automotive service equipment. C. W. Morse, pres.; C. Wesley Morse, vice-pres., secy. and gen. mgr.; C. C. Wooster, vice-pres. in chge. of sales; Bill Dey (William), vice-pres. in chge. mfg.; Joseph T. Mellon, sales mgr.

**BEACH MANUFACTURING CO.,** Hampton rd., Donnelsville, O. Rear view mirrors, gas tank filler necks, tubular grille guards, grab handles. Ted Beach, owner.; J. C. Anderson, works mgr.; E. C. Anderson, asst. mgr.; M. Schaffner, pur. agt.

**BEACH MFG. CO., INC., K. WM.,** Beach bldg., Springfield, O. All types of seals; gaskets, mechanical and electrical. K. Wm. Beach, pres. and gen. mgr., sales mgr.; R. Webb, office mgr.; R. Rapp, asst. prod. mgr.; H. Clingman, quality control mgr.; E. F. Roeder, prod. mgr. **Det. Rep.**—K. Wm. Beach, Springfield, O.; E. G. Krebs, 7550 Ferry rd., Grosse Ile, Mich. **Adv. Agcy.**—Mervin, Springfield, O.

**BEACON CORP., THE,** 235 Sexton bldg., Minneapolis 15, Minn. Manufacturers of the Bea-Kon wheel balancer and other service station and garage equipment. Coe H. V. Kiebert, pres., gen. mgr.; W. M. Carleton, vice-pres., secy., pur. agt.; Golda Kiebert, treas.

**BEACON DEVICES, INC.,** 78 Oliver st., North Tonawanda, N. Y. Tire inflater, compressed gas cylinders, pressure regulators, valves. C. R. Phillips, pres., treas.; R. R. Phillips, vice-pres., secy.

**BEALL TOOL DIV., Hubbard and Co.,** 112 N. Shamrock, East Alton, Ill. Lock washers, farm implement parts. E. R. Hogenson, asst. to vice-pres., gen. mgr.; E. E. Pointer, asst. mgr.; C. C. Woodson, supt. **Det. Rep.**—Norwood & Krauss, 5-254 General Motors bldg.

**BEAN DIVISION, John, Food Machinery and Chemical Corp.,** 1305 S. Cedar, Lansing 4, Mich. Wheel aligners, alignment correction tools, wheel balancers, balancing tools, wheel weights, headlight testers, car washers, steam cleaners, frame straighteners. H. L. Bryd, vice-pres. in chg.; Tracy Carrigan, div. mgr.; Harry Schaefer, automotive dept. mgr.; J. H. Kidder, asst. mgr.; Wiley Axford, sales mgr.; A. J. Gerard, adv. mgr.; Len Flegler, serv. parts and acct. mgr. Harry S. Lowe, pur. agt. **Adv. Agcy.**—Jaqua Adv., Grand Rapids, Mich. Pat Whalen, acct. exec.

**BEAR MFG. CO.,** 2016-30 5th ave., Rock Island, Ill. Wheel aligners, axle presses, safety testers, front-end machines, frame and wheel straighteners, wheel alignment and headlight testers, wheel balancers and weights, tire truing machines, steering gear lube, alignment racks and gauges, tire spreaders, brake testers, caster shims, camber washers, other alignment tools, crankshafts, drive shaft and clutch balancing machines. Victor B. Day, pres.; L. B. Arp, vice-pres.; C. R. Nelson, secy.; Joe Pereue, gen. sales mgr.; E. Quekels, dir. of serv.; W. C. Goldschmidt, adv. mgr.; Lee Thomas, sales prom. dir. **Det. Rep.**—Lee Scheel, 2832 E. Grand blvd., Detroit 11. **Adv. Agcy.**—Hanson and Stevens, Chicago, Ill.

**BEARD TOOL CO., L. O.,** Andrew and Mill sts., Lancaster, Pa. Reamers (solid, adjustable and repairman's taper), reamer cutting oil, bushing remover sets, Ford valve micrometer gauges, piston pin bushing hones, hydraulic brake cylinder hones, cylinder ridge reamers, valve reseating tools. Chas. A. Keen, pres., gen. mgr., pur. agt.; H. S. Bachman, secy., vice-pres. charge sales, adv. and prom. mgr.; M. E. Gockley, treas.; Earl Gable, asst. sales mgr.; Wm. H. Price, traf. mgr. **Det. Rep.**—H. B. Hazerodt, 903 S. Woodward, Royal Oak, Mich.

**BEARINGS CO. OF AMERICA DIV., Federal Mogul Bower Bearings, Inc.,** 501 Harrisburg ave., Lancaster, Pa. Radial, thrust ball bearings, clutch release and farm equipment bearings. G. S. Peppiatt, pres. (Detroit); J. A. McCarthy, gen. mgr.; H. W. Ludwig, sales mgr.; J. S. Adams, chief engr.; J. L. Richards, pur. agt.; N. Shoff, traffic mgr. **Det. Rep.**—A. W. Robbins, 13836 Puritan ave., Detroit 27. **Adv. Agcy.**—Aitkin Kynett, Philadelphia, Pa.

**BEAURLINE INDUSTRIES, INC.,** 740 Rossmor bldg., St. Paul 1, Ill. Silver meteor, antennas for cars and boats. A. W. Beaurline, pres.; L. A. Beaurline, vice-pres.

**BEAVERITE PRODUCTS, INC.,** Beaver Falls, N. Y. Gaskets for automotive and industrial uses. D. C. LeFevre, pres., treas.; Charlotte LeFevre, vice-pres.; Virginia LeFevre, secy.; R. W. Burdick, gen. mgr., sales mgr.; E. Kuhl, wks. mgr.; S. S. Hetzell, traf. mgr.; D. C. Owens, pub. rel. mgr. **Det. Rep.**—R. Grey Firth, 22285 Michigan ave., Dearborn, Mich.

**BECK EQUIPMENT CO.,** 3350 W. 137th st., Cleveland 11, O. Paint heaters and removers; strippable vinyl coatings; alkaline cleaning compounds. Louis Beck, pres., gen. mgr.; C. F. Beck, secy.-treas. **Det. Rep.**—Claude Moss, 380 Hilton dr., Ferndale, Mich. **Adv. Agcy.**—Stedfeld & Byrne, Inc., Cleveland, O. Hal Stedfeld, acct. exec.

**BECK PRODUCTS CORP.,** P. O. Box 3808, Detroit 5, Mich. Automatic screw machine products, ignition and electrical harness, intricate assemblies, molded products, flexible tubing, stampings. C. W. Beck jr., pres., gen. mgr.; J. C. Lobdell, vice-pres., secy., sales mgr.; Orlo Rice, treas.; M. Popovich, pur. agt.

**BECKWITH CHANDLER CO., Division of Devoe & Raynolds Co., Inc.,** Rutherford and Delancey sts., Newark 5, N. J. Enamels, lacquers, undercoats, thinners, industrial finishes. W. Claggett Martin, pres. and gen. mgr.; M. Biernacki, sales mgr.

**BEE LINE CO.,** P. O. Box 569, Davenport, Ia. Frame straightening and wheel aligning equipment; wheel straightening, tire rounder and wheel balancing equipment; 50-ton and 125-ton hydraulic presses. W. Otis Sebolt, mgr. **Adv. Agcy.**—Boudinot Adv., Davenport, Ia.

**BEHR-MANNING CO.,** 2458 Howe st., Troy, N. Y. Coated abrasives, grinding wheels, sharpening stones, pressure sensitive tapes, auto repair cements. Elmer C. Schacht, pres., gen. mgr.; Edwin C. Evans, vice-pres., asst. gen. mgr.; John O. Amstuz, vice-pres., chge. engrg.; Leon E. Hoogstoel, vice-pres. chge. tech.; Henry R. Merrill, vice-pres., gen. sales mgr.; William I. Clark jr., secy. and asst. to pres.; Terence A. Cordner, treas.; Thomas Trowbridge, asst. gen. sales mgr.; Randall S. Manchester, factory mgr., asst. chf. engr.; Byron C. Keene, dir. pur.; Mark B. Patten, pur. agt.; Henry J. Sidford, dir. adv. and sales prom.; Harry W. Seifert, asst. dir. adv. and sales prom.; Howard J. Howe, adv. mgr. tapes; Frederic C. Regan, adv. mgr. abrasives; Carlton C. Porter, pub. mgr. **Adv. Agcy.**—J. M. Mathes, 260 Madison ave., New York 22, N. Y. Roger N. Peterson, acct. exec.

**BELDEN MFG. CO.,** 4647 W. Van Buren st., Chicago 44, Ill. Ignition, starting and lighting cables; battery cables; battery service tools; spark plug wire sets; wire and solderless terminals. Chas. S. Craigmile, pres.; H. W. Clough, vice-pres., sales and adv.; Joseph C. Belden jr., secy.; A. L. Wanner, treas.; E. K. Butler, mgr. mktg. services; Les A. Thayer, gen. sales mgr.; Don Walsh, sales serv. mgr.; W. A. Sandy, pur. agt.; Madelaa Allison, prod. mgr., adv. dept.

**BELL CO., INC., THE,** 411 N. Wolcott ave., Chicago 22. Hydraulic brake fluids, shock absorber fluids, automatic transmission fluid. J. M. Bell, pres.; C. E. Allderdice jr., vice-pres., gen. mgr.; C. J. Bell, secy.-treas.; Joe Jacobs, wks. mgr.; L. E. Carr, chief engr.; Irene Gorvitz, pur. agt. **Det. Rep.** — B. G. Golden, 29700 Thirteen Mile rd., Farmington, Mich.

**BELL & GOSSETT CO.,** 8200 N. Austin ave., Morton Grove, Ill. Heating specialties, centrifugal pumps, refrig. components, compressors (air), heat exchangers. E. J. Gossett, chmn. of bd.; R. E. Moore, pres.; C. E. Pullum, vice-pres., treas.; W. A. Boone, vice-pres., sales; H. R. Henke, mktg. mgr.; H. A. Lockhart, chief engr.; N. Van Parys, pur. agt. **Adv. Agcy.**—Perrin-Paus Co., Chicago, Ill. D. L. Paus, acct. exec.

**BELL & WALLACE,** 16146 Meyers rd., Detroit 35, Mich. Advertising sales promotion materials, displays, lithography, silk screen, decalcomanias, printed folding cartons, corrugated containers, pressure-sensitive embossed seals, labels, tags and displays, lapel emblems, metal identification plates. Harry G. Bell, John Wallace, partners.

**BEMIS, BRO. BAG CO.,** 408 Pine st., Box 77, St. Louis 2, Mo. Burlap and cotton piece goods, cotton, burlap, Polyethylene and paper bags, tool bags, mailing bags, Tite-Fit tubing for covering regular and irregular shaped products, paper specialty products. TransWall folding, sound-absorbent curtains. F. G. Bemis, pres.; H. V. Howes, vice-pres. and sales mgr.; R. Ramsay, secy.; T. W. Little, treas.; M. B. Chesney, comptr.; G. D. Salisbury, adv. mgr. **Det. Rep.**—R. C. Thomas, Bemis Bro. Bag. Co., 12736 Fenkell, Detroit 27, Mich. **Adv. Agcy.**—Gardner Advertising Co., 915 Olive st., St. Louis 2, Mo. P. V. Fitzgibbon, acct. exec.

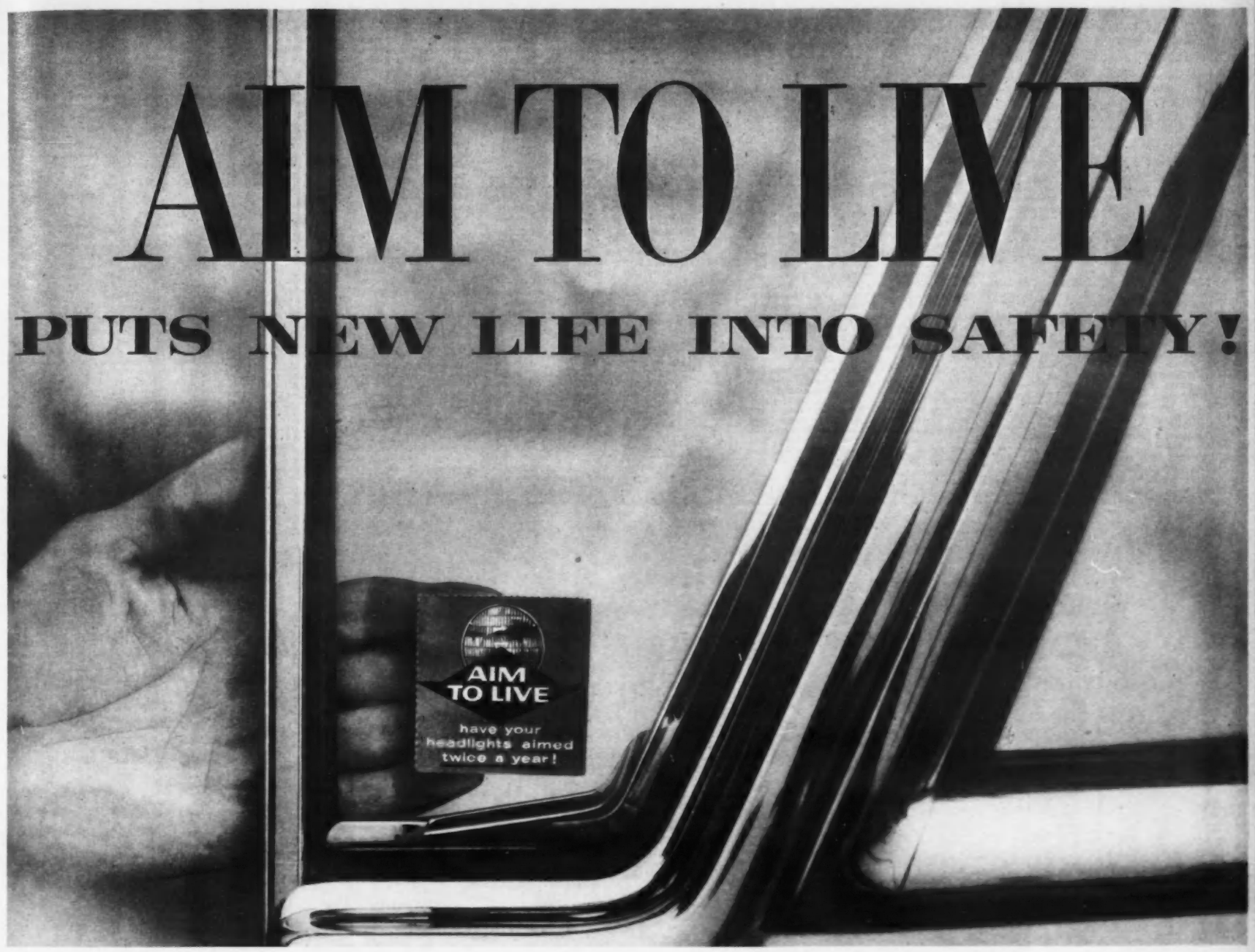
**BENDIX AVIATION CORP.,** Fisher bldg., Detroit 2, Mich. Automotive and aviation Components, radar, computers and electronic devices. Malcolm P. Ferguson, pres.; C. Marcus, Palmer Nicholls, G. E. Stoll, R. P. Lansing, M. A. Heidt, A. E. Raabe, E. K. Foster, A. P. Fontaine, Louis Polk, C. C. Tillinghast jr., vice-presidents; Henry A. Gossner, secy.; W. H. Houghton, vice- pres., treas.; Wm. A. Mara, dir. adv. and pub. rel. **Adv. Agcy.** MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

**BENDIX AVIATION CORP., Eclipse Machine Div.,** Oakwood ave., Elmira, N. Y. Starter drives and associated starting

(Continued)

# AIM TO LIVE

## PUTS NEW LIFE INTO SAFETY!




## HOW GENERAL MOTORS DEALERS AND PARTICIPATING SERVICE STATIONS AND GARAGES SPARK LOCAL ACTION WITH NATION-WIDE NIGHT-DRIVING SAFETY PROGRAM!

Thousands of motorists are now driving with a full margin of safety from their headlights because of AIM TO LIVE. Many dealers have offered free headlight aiming in their localities to stimulate immediate action to this night-driving safety service. Throughout the country, GM dealers have spearheaded local AIM TO LIVE activity in their communities by aiming the headlights on police and municipal vehicles. By performing public services like this, dealers have helped put new life in safety on the highway after dark.

AIM TO LIVE has brightened the outlook for night-driving safety! Millions of motorists have been made more conscious of the importance of periodic headlight aiming and maintenance through the local leadership of General Motors Dealers and participating outlets. Dealers have taken the initiative by showing the AIM TO LIVE story to Civic and Youth Groups, by enlisting participation of local officials and by volunteering such cooperation as aiming headlights of municipal vehicles as a public service.

These dealers and participating stations and garages have also made AIM TO LIVE an active and important part of their own advertising and promotion plans. Newspaper ads, radio and television commercials and direct mail have featured headlight aiming specials—making it easy for every motorist to benefit from this service.

The results are outstanding. AIM TO LIVE has brought priceless community goodwill to those who have actively promoted it. AIM TO LIVE has resulted in more service business with headlight aiming, headlight replacements and additional safety maintenance. And AIM TO LIVE will continue to reward those who make it their business to keep the motoring public *safety minded* and *safety serviced.*

**CHECK** HEADLIGHTS REGULARLY
**AIM** THEM ACCURATELY FOR SAFETY

# General Motors

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • GMC TRUCK • GUIDE • AC

# Who's Who in the Auto Industry

(Continued)

devices, carburetors, electric fuel pumps. M. P. Ferguson, (Bendix Aviation Corp., Detroit) pres.; H. A. Gossner, (Detroit) secy.; W. H. Houghton, (Detroit), vice-pres., treas.; Elmira: M. P. Whitney, gen. mgr.; R. S. Johnson, dir. sales; A. L. Thompson, prod. sales mgr., Detroit; C. L. Mellor jr., sales mgr., starter drives; J. P. Fanning, sales mgr., coaster brakes; R. E. Fink, service mgr.; Lewis Roblyer, sup. adv. and sales prom.; F. T. Chistian, chief engr., drives, pumps and brakes; A. H. Winkler, chief engr., carburetors; F. H. Wurth, pur. agt.; W. A. Mara (Bendix Detroit) pub. rel. mgr. **Det. Office**—8-205, 8-212 General Motors bldg. (C. L. Mellor jr. and A. L. Thompson). **Adv. Agcy.** — MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

**BENDIX-ECLIPSE OF CANADA, LTD.,** 1473 Argyle rd., Windsor, Ont., Canada. Automotive parts, including Bendix starter drives, mechanical brakes, hydraulic brakes, hydraulic master and wheel cylinders, vacuum brakes; also line link couplers for agricultural implements. R. W. Keeley, pres. and gen. mgr.; Geo. Stoll, vice-pres.; H. A. Gossner, secy.; W. H. Houghton, treas.; E. A. Clifton, wks. mgr.; T. E. McLeod, prod. sales; G. S. Manser, adv. mgr. and serv. sales mgr.; J. C. Blonde, chief engr.; H. A. Cole, pur. agt.; L. B. Eaton, traf. mgr.; W. B. Studak, pub. rel. mgr. **Adv. Agcy.** —MacManus, John & Adams, Bloomfield Hills, Mich.

**BENDIX FILTER DIVISION, Bendix Aviation Corp.,** 434 W. Twelve Mile rd., Madison Heights, Mich., P. O. Box 135, Royal Oak, Mich. Filters for air, gasoline, oils, hydraulic fluids and industrial liquids. F. C. Weyburne, gen. mgr.; M. J. Kennedy, asst. gen. mgr.; T. R. Colliloud, sales prom. mgr.; D. W. Hunt, divisional comptr.; D. S. Kinsman, pur. agt.; M. Fansler, factory supr.; W. Kasten, chief engr.; H. J. Commes, traffic mgr. **Adv. Agcy.** — MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

**BENDIX PRODUCTS DIV., Bendix Aviation Corp., South Bend 20, Ind.** Automotive products: brakes, power braking systems, power steering, constant velocity universal joints, hydraulic control systems, including clutch and throttle controls for rear engine vehicles, carburetors, parts cleaners. Aviation products: carburetors, fuel metering and engine control systems, landing gear systems, including wheels, brakes and shock-absorbing struts. J. A. MacLean, gen. mgr.; F. E. Farrell, dir. of automotive sales; S. V. Harding, adv. mgr.; C. E. Budd, dir. of pur.; J. B. Haas, traf. mgr. **Det. Rep.**—F. D. Hourigan, General Motors bldg. **Adv. Agcy.** — MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

**BENDIX RADIO DIV., Bendix Aviation Corp.,** Baltimore 4, Md. Custom automobile radios, custom printed circuit boards, radar systems, missile guidance and control systems, air traffic control systems, data processing systems, airborne communications and navigation systems for military and commercial aircraft, two-way mobile and railroad communications systems. E. K. Foster, vice-pres. and group exec. Bendix Aviation Corp.; A. E. Abel, gen. mgr. Radio Div.; W. W. Price, dir. pub. rel. and adv.; W. E. Cleaves, dir. of sales devel. Automotive Prods.: C. M. Granger, mgr.; G. W. Randolph, asst. mgr.; G. H. Brower, chief engr.; V. C. Judd, gen. sales mgr.; L. H. Jones, sales and serv. mgr.—Baltimore; E. A. Gurry, sales mgr., Detroit; H. M. Munson, pur. agt. **Adv. Agcy.**—MacManus, John and Adams, Bloomfield Hills, Mich. C. H. Howson, acct. exec.

**BENDIX SKINNER DIV., Bendix Aviation Corp.,** 434 Twelve Mile rd., W., Box 135, Royal Oak Twp., Royal Oak, Mich. Filters for air, gasoline, oils, hydraulic fluids and industrial liquids. F. C. Weyburne, gen. mgr.; K. C. Gano, sales mgr.; T. R. Colliloud, sales prom. mgr.; D. W. Hunt, div. compt.; D. S. Kinsman, pur. agt. R. J. Dubuc, factory mgr.; W. Kasten, chief engr. **Det. Rep.**—H. P. Berry. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

**BENDIX-WESTINGHOUSE AUTOMOTIVE AIR BRAKE CO.,** 901 Cleveland st., Elyria, O. Complete air brake systems and accessories for buses, trucks and trailers, air brake conversion kits, air clutch control, air steering, air horns, air supply units and other air controls for automotive and industrial applications. D. O. Thomas, chmn.; W. B. Paine, pres.; F. G. Reiter, vice-pres., treas.; F. L. Wheaton, vice-pres. mktg.; E. P. Durack, asst. to the pres.; S. Johnson jr., gen. mgr.; J. H. Walters, factory mgr.; W. G. Warriner, compt.; R. V. Firth, dir. of engrg.; H. R. Hafferkamp, dir. of pur.; R. S. Wetzel, sales mgr.; E. R. Willemin, dir. of labor rel. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

**BENMATT ORGANIZATION, INC.,** 3447 East 15th st., Los Angeles 23, Calif. License plate frames, personalized monograms, auto luggage carriers. B. J. Audette, pres., Edward P. Jette, gen. mgr.; Mrs. Helen Guersch, mgr. Chicago office, Paul Huckelbury, plant supt. and traf. mgr.

**BENNET-FERAGEN,** 1408 Jerome, Niles, Mich. Automotive test equipment, wheel alignment and correction equipment, bearing packers, wear detectors, flow meters, brake fill tanks, turn tables, wheel balancers, wheel aligners, brake testers, auto test lanes, toe-in gauges. J. B. Whitlow, pres., owner and gen. mgr. **Det. Rep.**—C. P. Hoffman, 2591 W. Grand blvd., Detroit 8.

**BENRUS WATCH CO., INC.,** 50 West 44th st., New York 36, N. Y. Auto clocks. S. R. Lazrus, chmn. bd.; Oscar M. Lazrus, pres.; Jay Kay Lazrus, vice-pres.; Julian Lazrus, secy.; Benjamin Lazrus, treas.; Samuel Feldberg, vice-pres., gen. mgr.; Clifford Siegmeister, vice-pres., sales mgr.; Albert Doerwald, chief engr.; Allan Fox, pur. agt.; Harvey Bond, vice-pres., adv. mgr.; Joseph Seroka, sales prom. mgr.; Sidney Langer, traf. mgr. **Adv. Agcy.**—Lennen & Newell, New York, N. Y. Jack Tarcher, acct. exec.

**BERG, HEDSTROM & CO., INC.,** 1170 Broadway, New York 1, N. Y. Quick oil changer. John A. Berg, pres.; Bengt O. Farnstrom, vice-pres., gen. mgr.; Thekla Bugge, secy.; Greta C. Malmof, treas.; J. H. McAndrews, traf. mgr.

**BERGER DIV., Republic Steel Corp.,** Canton 5, O. Fabricators of steel products—bins for parts, racks, shelving, tool room and shop equipment, lockers, desks, tables, filing cabinets, storage cabinets, book shelf units, transfer cases, sheet metal roof drainage products. C. E. Howes, gen. mgr. of sales; D. E. George, mgr. of steel equipt. sales: R. L. Seiple, sales mgr. steel bldg., product sales; P. L. Bruhn, wks. mgr.: Karl Foltz, pur. agt.; E. E. Bang, adv. mgr.; **Det. Rep.** —G. R. Pitts, br. mgr.; **Adv. Agcy.** —Meldrum & Fewsmith, Inc., Cleveland, O. John Goulet, acct. exec.

**BERNZ CO., INC., OTTO,** Driving Park and Ramona, Rochester 6, N. Y. Portable propane gas appliances. S. J. Reich, pres.; J. M. Dunn, vice-pres.; M. Cappell, treas.; Jack Clayton, vice-pres. in charge of prod.; Fred Dittman, adv. mgr.: J. Spiegel, pur. agt. **Det. Rep.**—Wm. Lettau. **Adv. Agcy.** — C. L. Rumrill & Co., Rochester, N. Y. Donald Miller, acct. exec.

**BERTLEY CO., INC.,** 540 E. Fordham rd., New York 58, N. Y. Custom tailored automobile seat covers. Bert Levy, pres., sales mgr.; pur. agt.; Hannah Levy, secy.-treas.; Bert Levy, adv. and sales prom. mgr.

**BESLY-WELLES CORP.,** South Beloit, Ill. Disc grinders, abrasive discs and wheels, taps, drills, reamers, end mills, tool bits, carbide tipped tools and gages. E. K. Welles, pres.; W. C. Olson, exec. vice-pres.; E. Addoms, vice-pres. in chge. of sales; S. M. Napp, vice-pres. machine tool div.; N. C. Minehart, vice-pres. Abrasives div.; E. K. Welles, jr., treas., adv. mgr.; D. P. Welles, jr., secy.; M. R. Wardlow, wks. mgr.; R. A. Kemman, Grinder Div. sales mgr.; C. Ferwerda, pur. agt. **Det. Office** — 16509 Meyers rd. **Adv. Agcy.**—Stoetzel & Associates, Inc., Chicago, Ill. C. N. Kirchner, acct. exec.

**BETHLEHEM STEEL CO.** Alloy and carbon steel bars and billets; low-alloy, high-strength corrosion resisting steel; tool steels; hot and cold-rolled sheets and strip; forgings and castings; hydraulic presses; rod and wire rope; cold-formed shapes and special sections. E. G. Grace, hon. chairman; A. B. Homer, pres.; J. V. Honeycutt, vice-pres., sales; P. S. Killian, vice-pres., pur.; J. M. Larkin, vice-pres., industrial and pub. rel.

**BETTER MONKEY GRIP CO. (Monkey Grip Sales Co.),** P. O. Box 6170, Dallas 22, Tex. Tire and tube repair materials; truck splash guards; tubeless tire repairs and repair equipment; friction, rubber, and plastic electrical tapes; automobile utility floor mats; rubber cements; tire retreading materials. T. H. Everett, pres.; J. R. Everett, vice-pres., prod. mgr.; L. M. Everett jr., vice-pres., secy.-treas. & pur. agt.; Earl R. Beard, sales mgr. **Det. Rep.**—Gene Lemke, Sales Co., 484 Fordham Pkwy., Bay Village, O. **Adv. Agcy.**—J. Neal Ferguson & Associates, Dallas, Tex.

**BIG BUCK AUTOMOTIVE SUPPLY CO.,** 500 Rantoul, Beverly, Mass. Convertible tops, civilian and Army Jeep tops, replacement headliners, auto seat covers, truck covers and bow assemblies. Morris Goldfield, owner; Allen R. Gray, sales mgr. **Adv. Agcy.**—Cotter Advertising Agency, 126 Boylston st., Boston, Mass.

**BIG FOUR INDUSTRIES, INC.,** 5998 Carthage ct., Cincinnati 12, O. Henderson powair-pak power bead breaking tire changer, air lock tire changer, wheel balancer; Big Four bumper jack, tubeless tire bead expander, truck tire changer and stand, tire merchandiser, tire lubricant, tire spotter (vulcanizer), Kemsway tire conditioner. Vernon Hildebrandt, pres.; Eric Rothley, vice-pres.; Arch F. Hildebrandt, secy. and gen. mgr.; David W. Besuden, sales mgr.; Gene Cullen, plant supt. **Det. Rep.**—Paul Glasmeier, 1431 Anita ave., Grosse Pointe 36, Mich. **Adv. Agcy.**—Lewis W. Seimeier, Cincinnati, O.

**BINGHAM STAMPING DIV., The Bingham-Herbrand Corp.,** 1062 Post st., Toledo 6, O. Brake levers, compressor shells, stampings—medium to large. L. E. Yunker, pres.; D. R. Feemster, vice-pres., gen. mgr. and sales mgr.; J. G. Fetter, secy.; R. B. Johnston, treas.; F. Fetter, secy.; R. B. Johnston, treas.; Donald H. Thure, works mgr.; R. S. Hinsey, chief engr.; C. A. Keller, pur. agt.; W. A. King, traf. mgr.; C. A. Bradley, pub. rel. dir. **Det. Rep.** — M. H. Alldredge, 414 Fisher bldg.

**BINKLEY MFG. CO.,** Warrenton, Mo. Truck trailer and body steel and aluminum structure, roofs, hardware, tire carriers, landing gears, 5th wheels and tandems. W. J. Binkley, pres.; W. Hausner, vice-pres. and treas.; E. G. DeMerseman, secy., F. A. Bornmann, gen. sales mgr., R. B. Meihaus, sales mgr. Trailer & Truck Body Parts Div.

**BINKS MFG. CO.,** 3114-44 Carroll ave., Chicago 12, Ill. Spray guns, spray booths, painting outfits, regulators, hose and connections, all spray painting accessories. Burke B. Roche, pres.; P. L. Griffin, vice-pres., treas.; John E. Rowe, vice-pres., indus., pub. rel.; C. Houlihan, secy.; George Harker, chief engr.; Richard Kresch, pur. agt. **Det. Rep.**—A. W. Christenson, 105 E. Baltimore ave. **Adv. Agcy.** — Robertson, Buckley & Gotsch, Chicago, Ill. Scott Robertson, acct. exec.

**BISHMAN MFG. CO.,** Osseo 1, Minn. Tire repair equipment, battery service equipment; pumps, barrels, drum, tank, tools; garage. Walter A. Bishman, pres.; E. L. Bishman, vice-pres.; Harold G. Lien, secy.-treas. F. Ruhland, works mgr.; Don Lyons, sales mgr.; Bob Sharrow, asst. sales mgr.; M. Dahlgren, parts and acct. mgr. Walter Ruhland, chief engr.; A. Wallace, pur. agt. **Det. Rep.** — James Wernert, 3155 Goddard rd., Toledo, O. **Adv. Agcy.**—Keystone Ad. Agency, Minneapolis, Minn. A. G. Taylor, credit mgr.

**BISHOP & BABCOCK MFG. CO.,** 4901 Hamilton ave., Cleveland 14, O. Thermostats, replacement and original equipment; hot water heaters and heater fittings. Edward L. Mayo, pres.; Wm. C. Linehan, treas.; H. J. Stenger, gen. mgr.; L. B. Smith, sales mgr.; E. R. Kay, sales supervisor; R. F. Doughty, adv. mgr.; A. G. Getz, chief engr.; R. A. Dempsey, pur. agt. **Det. Rep.** — Webb Engineering Associates, Inc., Box 117, Franklin, Mich.

**BLACK & DECKER MFG. CO., THE,** E. Penna. ave. Towson 4, Md. Portable electric tools—screw drivers, impact wrenches, nibblers, portable electric drills, magnetic drill presses, sanders, polishers, shears, vacuum cleaners, electric bench and portable grinders, electric valve refacers, valve seat grinders, wire wheel and carbon cleaning brushes. R. D. Black, pres. and chmn. of board.; A. G. Decker jr., exec. vice-pres.; J. F. Spaulding, vice-pres., gen. sales mgr.; R. G. Horner, vice-pres. sales planning; Adam J. Quick, vice-pres. prod.; T. I. Burbage, corp. secy.; J. Early Hardesty, vice-pres., treas.; G. W. McCarty, vice-pres. res. and dev.; A. S. Boehm, sales mgr., ind. auto. div.; A. S. Fehsenfeld, sales mgr., hardware div.; J. P. Spain, sales mgr., prod. service div.; J. F. Apsey jr., dir. adv. and sales prom.; G. H. Porter, III, adv. mgr., ind. auto. div.

**BLACK MFG. CO.,** 403 Penn st., Baltimore 30, Md. Paint spray equipment. W. E. Henning, pres.; R. Benson, vice-pres.; Gaylord B. Wilson, secy.-treas. **Det.**

(Continued)

## Gabriel takes the swerves out of curves

• Gabriel shock absorbers are engineered to assure positive control of springs and wheels . . . on curves, rough roads, sudden stops. They're designed to provide greater stability and roadability, for safer, more comfortable riding.

And Gabriel's *complete* line lets you take care of *every* shock need . . . for any type of driving, on any type suspension.

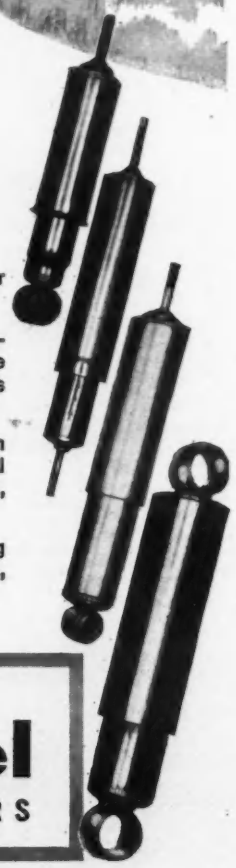
THE GABRIEL COMPANY • CLEVELAND 15, OHIO

**HydrOshox**—for smooth driving under average road conditions.

**AjustOmatic**—exclusive 3-way adjustment provides soft, medium or firm ride . . . for the particular driver who wants the best in ride control.

**Silver "E"**—for hard driving and rough roads with heavy loads. Extra size and capacity for big cars, station wagons, light trucks.

**Model F Extra Heavy Duty**—for long life and dependable service on trucks, buses, trailers.



*Other divisions:* ***Ward Products Corporation,*** *automotive and mobile communications antennas;* ***Gabriel Electronics,*** *aircraft and surface radar antenna systems;* ***Bohanan Manufacturing Company,*** *missile and aircraft force ejection systems;* ***International Couplings, Incorporated,*** *industrial hose couplings.*

Gabriel
SHOCK ABSORBERS

# Who's Who in the Auto Industry

(Continued)

Rep.—E. C. Imonen & Associates, 20203 Hubbard rd., Livonia, Mich.

**BLACK & SONS, INC., ADAM,** 300 Tonnele ave., Jersey City 6, N. J. Truck and trailer bodies. Fred O. Black, pres., gen. mgr.; William C. Black, secy., sales and adv. mgr.; Edward A. Black, treas. and wks. mgr.; Fred O. Black jr., chief engr.; Fred D. Godfrey, pur. agt.; William F. Black, sales mgr.

**BLACKHAWK MFG. CO.,** 5325 W. Rogers, Milwaukee 46, Wis. Hydraulic hand and service jacks, porto-power equipment and hydraulic controls. H. P. Brumder, chmn. of bd.; Phil Brumder, pres.; John Merker, vice-pres., secy., mgr. contract sales; Hal Goehrig, vice-pres., chg. sales; E. M. Brabant, wks. mgr.; L. E. Bertane, vice-pres., exp. mgr.; Wes Kiley, sales mgr., dist. div.; Bill Gerow, serv mgr.; Wes Kiley, mktg. mgr.; Joel Liska, adv. mgr.; Ed Meany, dir. pur.; Harry Ferguson, prod. mgr., Porto-Power. **Adv. Agcy.** — Klau-Van Pietersom-Dunlap, Inc., 744 N. 4th st., Milwaukee, Wis. Burt E. Hotvedt, acct. supervisor; Chuck Calkins, acct. exec.

**BLAISDELL MFG. CO.,** 1350 Coronado ave., Long Beach 4, Calif. Feathered shims, oil metering jets, axle sleeves, rocker arm shims. A. H. Blaisdell, pres.; H. J. Blaisdell, vice-pres.

**BLANCHARD BRO. & LANE, INC.,** 408 Frelinhuysen ave., Newark 5, N. J. Genuine upholstery leather for automotive and furniture. Sherwood B. Gay, chmn. of bd.; Edward S. Fitzgibbons, pres.; D. H. McCree, vice-pres., auto. sales mgr.; H. L. Dinsmore, N. C. Foss, vice-presidents; John C. Koeniger, treas.; Thomas V. Jardine, secy.; James K. Koeniger, works mgr., Newark plant; John S. Kent, works mgr., Ashtabula, Ohio plant; N. C. Foss, automotive sales mgr., Detroit; Norman Sarnoff, oper. coord.; John C. Koeniger, pur. agt.; Graham Cleaves, pers. mgr. **Det. Rep.**—Ryan Sales Engineering Co., 7545 Lyndon ave., Detroit 38, Mich.

**BLISS CO., E. W.,** 1375 Raff rd., S. W., Canton, O. Mechanical presses, hydraulic presses, automatic feeds, can and container machinery, rolling mills, special machinery. R. Potter, pres.; A. S. Burgoyne, vice-pres., mfg.; R. K. Compton, vice-pres., per.; E. A. Irwin, vice-pres., sales; George T. Pfifer, vice-pres., fin.; Norman J. Kirk, vice-pres., Toledo div.; J. R. Patterson, vice-pres., Mackintosh-Hemphill div.; George Perrault jr., vice-pres., Rolling Mill div.; Robert Shannon, vice-pres., Hastings div.; William H. Garrison, treasurer and asst. secy.; James T. Harrington, secy.; F. J. de Lorme, asst. treas.; W. L. Edwards jr., cont.; John Lindberg, mgr., Canton div.; Edward H. Farmer, mgr., San Jose div.; Lloyd Jones, mgr., Die Supply div.; J. K. Wingard, mgr., press engrg.; W. Staecker, asst. mgr., press engrg.; A. Drain, chf. engr., Canton div.; A. H. Schloz, chf. engr., Toledo div.; H. T. Burke, chf. engr., Hastings div.; G. E. Farrington, chf. engr., Rolling Mill div.; George Breza, chf. engr., Mackintosh-Hemphill div.; E. V. Crane, chf. engr., special proj.; R. Y. Moss, sales mgr., spec. prod.; E. V. Ferry, adv. mgr. **Adv. Agcy.**—Feeley Advertising Agency, New York, New York. John J. Feeley, acct. exec.

**BLITZ ELECTRIC CO.,** 5713 Wentworth ave., Chicago 21, Ill. Battery chargers (fast and slow), trickle charger, battery wheelers, power packs, warning signals, booster cables, extension cables, battery lifter and jumpers. Charles J. Wolowicz, pres., sales, mgr.; Stanley Figora, secy., treas. and works mgr. **Adv. Agcy.**—Conwisher, 5252 Broadway, Chicago, Ill.

**BLOOD BROTHERS MACHINE, Div. Rockwell Spring & Axle Co.,** 1 Glass st., Allegan, Mich. Universal joints and assemblies. R. E. Myers, gen. mgr.; G. Gibson, works mgr.; D. F. Wilber, sales, adv. mgr.; G. R. Harrington, chf. engr.; C. Condon, pur. agt. **Adv. Agcy.**—Paxson, Advertising, Inc., Benton Harbor, Mich.

**BLUE BIRD BODY CO.,** Fort Valley, Ga. School and passenger bus bodies. A. L. Luce, pres.; Albert L. Luce jr., gen. mgr.; G. W. Mathews jr., sales mgr.; J. A. Roquemore, chief engr.; H. F. McElroy, pur. agt.; G. E. Luce, plant mgr.

**BLUE CROWN CORP.,** P. O. Box 96, Defiance, O. Automotive spark plugs. Jerry Colonna, vice-pres.; W. W. Witker, secy.-treas.; K. L. Johnson, adv. and sales prom. mgr.; J. E. D. McCarty, chf. engr.

**BOHN ALUMINUM & BRASS CORP.,** Detroit 26, Mich. Automobile, bus, diesel, marine, tank, tractor and truck bearings and bushings; automobile, bus, diesel, marine, tank, tractor and hydraulic brake pistons (rough and finished); aluminum and brass extrusions; brass rods; aluminum and brass forgings; aluminum permanent mold castings; brass and bronze ingot; solders and babbits; refrigeration and air conditioning products. Polyethylene plastic housewares and custom plastic molding. S. D. Den Uyl, pres.; Terry W. Kuhn, exec. vice-pres.; E. K. Mann, vice-pres. and treas.; C. M. Adams, vice-pres., dir. of pur.; G. H. Pitts, vice-pres. of mfg.; W. J. Lane, secy.; K. R. Crawford, asst treas. and asst. secy.; D. I. Connor, adv. mgr. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., Detroit 26, Mich.

**BOLTA PRODUCTS, Div. of General Tire & Rubber Co.,** 70 Garden St., Lawrence, Mass. Boltaflex supported and self-supported vinyl sheeting in automotive formulations for use as seat cover trims and original equipment on new cars. Bolta-Quilt with vinyl foam and Quilted Boltaflex for seat cover trims, Boltaflex crystal clear for rear windows of convertibles. John Bolten sr., gen. mgr.; John Roppel, asst. gen. mgr.; Sumner L. Trilling, dir. of sales; William Murphy, factory mgr.; J. Alden Wilcox, prod. cont. mgr.; Frank Russo, sls. serv. mgr.; Robert Christ, div. cont.; James D. Casey, dir. of engrg.; Arnold A. Weiner, sales mgr., upholstery div.; David Donnan, sales mgr., auto. div.; A. S. Bloomberg, sales mgr., automotive access. div.; John L. Patch, sales mgr., retail div.; Charles McCarthy, sales mgr., custom molding div.; Arthur Read, sales mgr., rigid sheeting div.; J. Pollack, sales mgr., saran monofilaments div.; Richard Hill, sales mgr., special sheeting div.; Arthur Barbash, sales manager, veneer div.; Fred Quartarone, sales mgr., food serv. equip. div.; Paul R. Hofmann, sales mgr., bldg. materials div., at 349 Fifth ave., New York City. H. Oscar Witten, export mgr.; David H. Simonds, dir. of adv.; Wayne Grubaugh, pur. agt.; Fred Saunders, per. dir.; John R. Sullivan, traf. mgr. **Adv. Agcy.**—D'Arcy Advertising Co., Terminal Tower, Cleveland, O. Robert Leetch, acct. exec.

**BONNEY FORGE & TOOL WORKS,** Alliance, O. Mechanics' hand tools. Joseph W. McDougal, pres.; K. W. Feust, exec. vice-pres.; Max E. Secaur, adv. mgr.; Richard R. Holmstrom, sales mgr.; Robert L. Houston, chf. engr.; George Clayton, pur. agt.

**BON TON AUTO UPHOLSTERY, INC.,** 15 W. Marie st., Hicksville, N. Y. Custom auto seat covers, boxed convertible tops, auto carpets, front or rears. Theodore Caplan, pres.

**BONZER MFG. CO.,** 625 West 14th st., Long Beach, Calif. Continental wheel kits, caravan wheel kits, jet stream luggage racks, universal luggage racks, knock off wheel spinners, aerial satellites. Harold Bennett, pres.; L. W. Bonzer, vice-pres. in chge. of sales; Geraldine Bennett, vice-pres.; Elmer E. Fanter, secy.-treas.; Mannie Williams, sales mgr.

**BOOTS AIRCRAFT NUT CORP.,** P. O. Box 591, Norwalk, Conn. Self-locking nuts and threaded inserts. Jay S. Boots, pres.; C. A. Milton, vice-pres., treas.; Charles G. Miller, sales mgr. **Adv. Agcy.**—Woodward & Byron, Westport, Conn.

**BORG & BECK DIV. of Borg-Warner Corp.,** 6558 S. Menard ave., Chicago 38, Ill. Torque converters and clutches for passenger cars, trucks, tractors, lift-trucks. Harold Nutt, pres. and gen. mgr.; Clyde Bissell, vice-pres., secy-treas. and contr.; Otto Janes, asst. secy. and asst. treas.; Paul Jones, works mgr.; Fred T. Rumpf, factory mgr. and dir. indus. rels.; Arthur W. Anderson, sales engr.; Alfred A. Krueger, asst. to gen. mgr.; Chas. C. Blanchard, serv. mgr.; R. L. Smiri, dir. of engr.; Lawrence R. Seen, pur. mgr.; Edward F. Newren, asst. pur. mgr.; Carl E. Morris, traf. mgr. **Det. Rep.**—Joel D. Monroe, Rm. 7-233 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Rogers & Smith, Chicago, Ill. Robert L. Headen, acct. exec.

**BORG PRODUCTS DIV., The George W. Borg Corp.,** 902 Wisconsin st., Delavan, Wis. Electrically-wound and hand-wound automobile clocks. Lester M. Grether, pres.; Harold R. Egenes, secy., treas.; Karl M. Keck, sales mgr.; Sam Dinerstein, chief engr.; H. W. DeVitt sr., supt.; Deane T. Grether, pur. agt. **Det. Rep.**—Robert Griffin, Basso bldg., Detroit 2.

**BORG-WARNER CORP.,** 310 S. Michigan, Chicago 4, Ill. Clutches, transmissions, automatic transmissions, torque converters, gears, universal joints, carburetors, automotive timing chains, radiators, silent chains, sprockets, flexible couplings, speed reducers, hydraulic pumps, fuel pumps, air pumps, electric motors and related accessories (for aircraft, electric and engine hydraulic pumps), valves and electric motors, gear reduction units, power takeoffs, mechanical precision springs for automotive and aircraft industries, special clutch discs and precision flat springs. R. C. Ingersoll, chmn. of bd., R. S. Ingersoll, pres.; L. G. Porter, admr. vice-pres.; H. H. Gehlbach, secy.; Albert Steg, treas. and contr.; R. W. Murphy, vice-pres. and gen. counsel; G. A. Shallberg jr., dir. of adv.; Donn Sutton, pub. rel. counselor. **Adv. Agcy.**—J. Walter Thompson Co., Chicago, Ill. T. T. Weldon, acct. exec. **Industrial Adv.**—Rogers and Smith, Chicago, R. L. Headen, acct. exec.

**BORROUGHS MFG. CO., Subsidiary American Metal Products Co.,** 3000 N. Burdick, Kalamazoo, Mich. Mfrs. of steel products—parts bins, bulky part racks, work benches, shop desks, tool toters, shelving, book cases, storage cabinets, library shelving, open shelf files, clothes racks. George Bennett, pres. and gen. mgr.; Tracy Call, secy.-treas.; E. Niskala, sales mgr.; R. LaFond, Wm. Spittle, R. Cody, asst. sales mgrs.; M. Newby, factory mgr.; T. Haag, chief engr.; P. Ernst, pur.; R. Pike, traffic mgr. **Adv. Agcy.**—Rolland G. Spedden, 1402 Maccabees bldg., Detroit 6, Mich. Roland G. Spedden, acct. exec.

**BOSCH CORP., ROBERT,** 40-25 Crescent st., Long Island City 1, N. Y. Original equipment, electrical and fuel injection products for imported and domestic engines, Blaupunkt Am-FM car radios. George F. Krieger, pres.; W. Boedecker, sales mgr.; F. Manskleid, sales prom. and adv. mgr. **Adv. Agcy**—E. T. Howard Co., 40 E. 49th st., N. Y. D. Pinsker, acct. exec.

**BOSTON WOVEN HOSE & RUBBER CO.,** Boston 3, Mass. Conveyor, elevator and transmission belting, industrial and fractional V-belts, industrial hose, industrial and municipal fire hose, plastic, rubber and friction tape, sheet packing, vinyl and rubber garden hose and matting. John M. Bierer, pres.; James N. Mason, exec. vice-pres.; Alden S. Foss, asst. treas.; D. M. Raleigh, sales mgr.; Randolph H. Jackson, dir. of sales; Jerome M. Schlakman, adv. dir.; J. E. Munro, pur. agt. **Adv. Agcy.**—Reingold Co., 69 Newbury st., Boston, Mass.

**BOSTROM MFG. CO.,** 133 W. Oregon st., Milwaukee 4, Wis. Torsion rubber spring suspension seat assemblies for trucks and tractors; cushions, spring units for trucks, tractors, earthmovers, transport vehicles. Harold W. Bostrom, pres.; E. A. Bostrom, chmn. of the bd., treas.; Richard R. Whiting, vice-pres., secy.; James J. Gibbons, dir. of sales and adv.; Richard D. Cory, sls. mgr.; A. K. Simons, dir. engrg. and research; J. H. Kitterman, pur. agt. **Adv. Agcy.**—Buchen Co., 400 W. Madison, Chicago, Ill.

**BOSTWICK LABORATORIES, INC., Aerosol Div. of B. T. Babbitt, Inc.,** 706 Bostwick ave., Bridgeport 5, Conn. Aerosol insecticides, mothproofer, charcoal lighter, insect repellent, fire extinguisher, spot remover, room deodorant. A. O. Samuels, pres. and gen. mgr.; J. Schenberg, vice-pres. and mktg. mgr.; E. F. Knudsen, pur. agt.; P. Klinger, traf. mgr.

**BOUND BROOK OIL-LESS BEARING CO.,** Lincoln blvd., Bound Brook, N. J. Sintered bronze and sintered iron bearings and structural parts, graphited bronze bearings. W. R. Toeplitz, pres.; S. S. Connor, vice-pres. & secy.; M. Kowalski, asst. sales mgr.; H. E. Thornton, chief engr.; E. B. Schoenly, factory mgr.; C. Durlach, pur. agt. **Det. Rep.**—J. J. Scott, 1356 Book bldg. **Adv. Agcy.**—Kniep Associates, Dover, N. J.

**BOWEN PRODUCTS CORP.,** Canal st., Auburn, New York. Lubricants, grease cups, oilers, metal stampings. James F. Conners, pres.; Edw. C. Kosowski, vice-pres. engr.; Earl Lewis, prod. mgr.

**BOWER ROLLER BEARING DIV., Federal-Mogul-Bower Bearings, Inc.,** 3040 Hart ave., Detroit 14, Mich. Tapered roller bearings, cylindrical roller bearings. F. E. Halderman, gen. mgr.; S. E. Davidson, dir. of sales; G. O. Wilson, dir. of mfg.; H. Weis, mgr. prod. eng.; C. J. Heller, dir. of pur.; W. E. Calder, asst. to mgr. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich.

**BOWERS BATTERY & SPARK PLUG CO.,**

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# Who's Who in the Auto Industry

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Box 1262, Reading, Pa. Storage batteries, spark plugs, battery changing equipment. H. J. Noznesky, pres.; A. J. MacRae, exec. vice-pres.; I. C. Montz, secy.-treas.; G. R. Luckenbill, works mgr.; Richard Bowers, sales mgr.; W. F. Keller, adv. mgr.; Harold L. Deprill, pur. agt.; Herbert Nagle, traf. mgr. **Adv. Agcy.**—Beaumont, Heller & Sperling, Reading, Pa. Louis Sperling, acct. exec.

**BOWES "SEAL FAST" CORP.,** 5902 E. 34th st., Indianapolis 18, Ind. Tire and tube repair, tubeless tire repair, radiator chemicals, white sidewall tire cleaner—liquid and paste, battery cables, spark plugs, tire repair equipment and machines, additives, oil filters, valve hardware, automotive fuses, molded and flexible radiator hose, combustion-aid, brake fluid, tire paint, waterless hand cleaner. Charles E. Bowes, pres.; Corwin T. Geyer, vice-pres. and gen. mgr.; Robert M. Bowes II, exec. vice-pres.; Freeman A. Leas, secy.; Maude F. Watson, treas.; George E. Talmage, mgr. dist. sales div.; George O. Cote, mgr. nat'l accts. div.; E. E. Perkins, pur. agt.; Don Ray, asst. pur. agt. **Adv. Agcy.**—The Biddle Co., Bloomington, Ind. Ed Russell, acct. exec.

**BOWMAN PRODUCTS CO.,** 850 E. 72nd st., Cleveland 3, O.; 2135 Fredrick st., Oakland, Calif.; Bowman Products (Canada) Ltd., 25 Densley ave. W., Toronto, Ont. Automotive hardware, replacement parts, specialties, accessories. C. F. Devine, pres.; D. L. Thoburn, exec. vice-pres.; A. H. Narwold, secy.; P. V. Thoburn, treas.; J. M. McKinnie, vice-pres., sales mgr.; R. W. Hendricks, vice-pres. pur.; C. Kittredge, sales prom. mgr.; S. M. York, chief engr.; W. H. Thoma, ind. sales engr.; F. W. Carper, asst. pur. agt.; C. W. Graf, traf. mgr.

**BOYDELL BROS. CO.,** 432 E. Lafayette, Detroit 26, Mich. Pearlchrome, lacquers, maintenance finishes, chroma-sheen, primers, varnishes, synthetic enamels (air dry and bake), specialty finishes. Wm. C. Boydell, pres., sales mgr.; H. Gordon Wood, secy.; L. J. Harding, treas., gen. mgr.; R. W. Partusch, chief engr.; C. H. Leinenkugal, pur. agt.

**BOYERTON AUTO BODY WORKS, INC.,** Third and Walnut, Boyertown, Pa. Production type conventional and forward control delivery panel bodies; special custom-built bodies, van bodies, refrigerated truck bodies, ambulance bodies, expansible van bodies and folding side van bodies. Paul R. Hafer, pres.; B. Frank Hafer, secy.-treas.; Gordon Rose, asst. to pres.; W. Sterling Keller, dir. of product development; Lloyd B. Fritz, sales dir.; Sam Trethewey, pur. agt.

**BRACH MFG. CORP.,** 200 Central ave., Newark 3, N. J. Auto radio antennas. A. A. Danielson, vice-pres. in chge.; J. Berger, sales mgr.; F. J. Heeder, plant mgr.; A. Ashcroft, pur. agt.

**BRADEN WINCH CO.,** P. O. Box 547, Broken Arrow, Okla. Winches, gear boxes, hanger bearings. J. E. Mabee, pres.; H. B. Mabee, vice-pres. and gen. mgr.; Frank A. Brown, chg. sales; R. W. Schuetz, adv. mgr.; E. W. Turnquist, chief engr.; C. A. Thomas, pur. agt.; Walter Black, traf. mgr. **Det. Rep.**—Howard M. Ross, 615 Orchard View Drive, Royal Oak, Mich., **Adv. Agcy.**—Watts-Payne Adv. Co., Tulsa, Okla. Les Hauger, acct. exec.

**BRAEBURN ALLOY STEEL CORP.,** Braeburn, Pa. High speed alloy and carbon tool steels, tool bits and shear blades. Mortimor S. Gordon, chmn.; Norman I. Stotz, pres.; Felix Kremp, vice-pres.; John A. Nelson, vice-pres.; N. B. Mullen, secy.; Walter H. Knorr, treas.; J. A. Gourley, asst. treas.; H. M. Alworth, storekeeper; Charles W. Schuck, gen. supt.; C. T. Fletcher, metallurgist; R. C. Stevick, asst. sales; F. B. Walker jr., chf. engr.; E. M. McLaughlin, pur. agt.; J. F. Conner chief chemist; J. R. Hill, M. M.; D. C. Garlitts, mach. shop supt. **Det. Rep.**—E. A. Brophy, 1135 East 9 Mile rd., Ferndale 20, Mich.

**BRAKE LINING SUPPLY CO., INC.,** 882 Commonwealth ave., Boston 15, Mass. Brake lining for cars, trucks, buses, etc. Adrian Comins, pres. and treas.; S. A. Comins, vice-pres. and gen. mgr.

**BREEZE CORP., INC.,** 700 Liberty ave., Union, N. J. Radio ignition shield assemblies, tab controls, tachometer adapters, conduit and fittings, hose clamps, flexible tubing and metallic bellows and electrical connectors. J. J. Mascuch, pres.; R. Mascuch, vice-pres.; H. J. Dwyer, secy.; E. J. Kocis, treas.; T. C. Irwin, automotive sales mgr.; K. D. Strunk, dir. engrg.; R. Fuller, pur. agt.; A. P. Ellsworth, asst.; M. Lyon, sales mgr. **Adv. Agcy.**—Burke, Dowling, Adams, Montclair, N. J. B. D. Adams, acct. exec.

**BREUER ELECTRIC MFG. CO.,** 5100 N. Ravenswood ave., Chicago 40, Ill. Industrial vacuum cleaners, floor maintenance machines, portable electric blowers, portable (Auto-Vac) vacuum cleaners, dust collectors. A. V. Breuer, pres.; C. A. Criswell, vice-pres.; R. L. Kline, gen. sales mgr.; J. Hill, serv. mgr.; E. Rowe, pur. agt. **Det. Rep.**—Tornado Sales and Service, 8035 Hamilton ave., Detroit 2, Mich. **Adv. Agcy.**—Grimm & Craigle, Chicago, Ill. Walter T. Craigle, acct. exec.

**BREWER-TITCHENER CORP., THE,** 111 113 Port Watson st., Cortland, N. Y. Forgings and stampings. J. H. Greene, pres.; J. F. Dwyer, E. R. Brewer, W. S. Brewer, vice-presidents; H. J. Flinn, treas.; F. A. Celler, vice-pres. for sales; A. W. Hoffman, dir. of pur.; L. H. Dodd, traf. mgr.; Robert J. Sullivan, mgr. of Cortland Forging Div.; W. D. Sweetland, mgr. of Crandal-Stone Div., Binghamton, N. Y.; J. F. Dwyer, mgr. of Carriage Goods Div., Cortland, N. Y. **Det. Rep.**—C. H. Webster. Adv. Agcy.—Taylor M. Ward, Inc., Ithaca, N. Y.

**BRIDGEPORT BRASS CO.,** 30 Grand St., Bridgeport 2, Conn. Brass, copper, and aluminum mill products in sheet, rod, wire and tube. Aluminum extrusions and forgings, condenser and heat exchanger tubes, bronze welding rod and wire, brass and copper pipe, copper water tubes, tire valves and accessories, plumbing goods, metal laminates, reactor and special metals. Herman W. Steinkraus, pres. and chrm. of bd.; Austin R. Zender, exec. vice-pres.; Richard L. Allen, vice-pres. chge. of sales; John S. Dawson, vice-pres., secy., counsel; Warren J. Faust, vice-pres., treas.; William E. Duggan, adv. mgr., ind. prod. **Adv. Agcy.**—Hazard Adv. Co., New York. Richard Darby, acct. exec.

**BRIDGEPORT FABRICS, INC.,** 165 Holland ave., Bridgeport, Conn. Non-elastic narrow fabrics, sponge rubber weather-stripping with molded-in spring wire flange, robe rails, assist straps. H. Burling Naramore, pres.; R. W. Naramore, vice-pres., sales mgr.; Kenneth M. Dugan, vice-pres., chge. mfg.; A. C. Breul jr., secy; T. N. Wakeman, treas.; L. Sparagen, chf. engr.; Paul Wick, pur. agt. **Det. Rep.**—732 Fisher bldg., Detroit 2, Mich.

**BRIDGEPORT THERMOSTAT DIV., Robertshaw-Fulton Controls Co.,** 155 Hill st., Milford, Conn. Thermostats. T. T. Arden, pres.; A. D. Rapuano, vice-pres., gen. mgr.; W. H. Steffler, secy.; B. D. Taylor, treas.; C. F. Ahlheim, sales mgr.; E. D. Rogers, adv. mgr.; D. L. Morgan, chief eng.; H. V. Boshea, pur. agt. **Adv. Agcy.**—Arndt, Chapin, Preston, Lamb and Keen, Inc., Philadelphia, Pa.

**BRIGGS FILTRATION CO.,** River rd., Washington 16, D. C. Oil filters and oil filter replacement elements, F. S. Ehrman pres.; J. H. Nash, vice-pres.; John MacGuffin, sales mgr.; Mrs. Val McInteer, sales prom. mgr.; W. J. Ebel, chief engr.; D. Hardester, pur. agt.; Howard B. Bryant, traf. mgr. **Det. Rep.**—Industrial: D. A. Shortt, Briggs Filtration Co., 17217 Wyoming ave. **Adv. Agcy.**—Willis S. Martin Co., Fort Wayne, Ind. W. S. Martin, acct. exec.

**BRIGGS AND STRATTON CORP.,** 2711 North 13 st., Milwaukee 1, Wis. Automotive locks, switches and related equipment. C. L. Coughlin, pres.; Edward V. Oehler, vice-pres. chg. sales; L. G. Regner, secy., treas.; R. W. Griffith, works mgr., vice-pres. chg mfg.; O. L. Sickert, sales mgr.; R. C. Freitag, adv. mgr.; W. B. Van Vleet, serv. mgr.; H. S. Brown, vice-pres. chg engr.; J. F. Bode, vice-pres. chg. pur.; Paul E. Pender, traffic mgr. **Det. Rep.**—H. J. Meakin, P. W. Trier, Briggs and Stratton Corp., 716 New Center bldg., Detroit 2, Mich. **Adv. Agcy.**—Klau, Van Pietersom, Dunlap, Inc., Milwaukee, Wis. R. Ban, acct. exec.

**BRIGHT STAR INDUSTRIES,** 600 Getty ave., Clifton, N. J. Flashlights, flashlight and radio batteries, dry cells, vitasparks. P. C. Munroe, exec. vice-pres., dir. of sales; A. Levy, pur. agt.

**BRIGHTBILL BODY WORKS, INC., M. A.,** E. Cumberland st., Lebanon, Pa. Truck bodies, vans, custom bodies. Richard L. Boeshore, pres., mgr.; Kathryn A. Boeshore, secy.-treas.; James A. Eckenroth, asst. mgr.

**BROCKWAY MOTOR TRUCKS, Div. of Mack Trucks, Inc.,** 106 Central ave., Cortland, N. Y. Brockway trucks. J. E. Cambria, vice-pres., gen. mgr.; V. A. Phillabaum, asst. gen. mgr.; Alex Kerr, serv. mgr.; F. M. Ambler, chief engr.; Claude M. Bigelow, pur. agt.; Robert Brow, asst. pur. agt.; John Vico, asst. prod. mgr.; Austin Tucker, asst. sales mgr.; Gerald D. Shire, per. dir.

**BROWN, ROBERT W., & CO.,** 8241 Phlox st., Downey, Calif. Dealer name license plate frames, name monograms, name monoplates, advertising specialties and display items. Dow Christie, western sales mgr. **Det. Rep.**—James P. Long sr., 6636 Lahser rd., Birmingham, Mich.

**BROWN-LIPE-CHAPIN DIV., General Motors Corp.,** Town Line rd., Syracuse, N. Y. Hub caps, bumper guards, die cast trim, radiator grilles, zinc and aluminum. Edward A. Kaegi, gen. mgr.; Stanford Landell, works mgr.; George S. Cole jr., mfg. mgr.; Wayne A. Smith, dir. of prod. engrg. and sales; Donald F. Neubauer, dir. pur. and prod. con.; Dwight M. Overcash, dir. of quality; Lewis L. Kennedy, comptr.; Robert K. Vincent, dir. of personnel; Donald D. Nimmo, dir. of pub. rel.; William L. Snover, dir. prod. engrg. John B. Findling, Elyria, O., plant mgr.

**BROWN RUBBER CO., INC.,** Union st. and 52 By-Pass, Lafayette, Ind. Sponge rubber, vinyl foam products and urethane foam products. George Leach, pres.; W. H. Hippensteel, prod. planning mgr.; J. R. Jamison, sales mgr.; George McCollough, vice-pres., works mgr.; C. S. Yoran, vice-pres., dir. of research; C. C. Lewis, treas.; R. D. Branigan, secy.; D. B. Adams, comptr.; H. L. Wettschurack, dir. of pur.; H. R. Kissell, dir. of personnel; F. C. Tuxworth, chief engr.; G. J. Meyers, traf. mgr. **Det. Rep.**—A. E. Hess, 728 Fisher bldg., Detroit, Mich.

**BROWN TRAILERS, INC.,** Spokane, Wash. Aluminum trailers and bodies; van semi-trailers, open top semi-trailers, grain semi-trailers, doubles semi-trailers, step floor semi-trailers; van full trailers, cargo van bodies, special lightweight semi-trailer, sliding room semi-trailer, furniture semi-trailers, platform (flat-bed) semi-trailers, converter dolly, sleeper cab. T. C. Brown, pres. and chmn. of bd.; W. R. Brown, exec. vice-pres.; A. A. Kearney, vice-pres., sls. mgr.; L. A. Clark, vice-pres., prod.; G. H. Mortenson, vice-pres., procurement, Reading, Pa. T. A. Roberts, vice-pres. in chge. of used trailers; John Leveille, treas.; R. L. Bailey, Spokane plant mgr.; R. H. Rhoads, Reading plant mgr.; R. E. Hansen, plant mgr., Elgin, Ill.; R. G. Flagan, chief engr.; C. W. Raymond, adv. mgr.; G. D. Knepper, dir. of mktg. res., Elgin, Ill. **Adv. Agcy.**—Allied Advertisers Agency, Toledo, O.

**BROWN, W. R., CORP.,** 2701 N. Normandy ave., Chicago 35, Ill. Portable paint sprayers, air compressors, spray guns. Everett H. Marti, pres.; J. Deming, vice-pres.; N. L. Brown, secy.; V. E. Guest, treas.; R. E. Bukowski, works mgr.; O. Hagist, chf. engr. **Adv. Agcy.**—Jones Frankel, Chicago, Ill. A. Gaines, acct. exec.

**BRUNNER MANUFACTURING CO.,** 1821 Broad, Utica 1, N. Y. Air compressors, L. P. gas units, packaged air conditioners, semi-hermetic units, refrigeration equipment. A. G. Zumbrun, pres.; George C. Mumford, secy.-treas.; A. Steiger, works mgr.; Wallace J. Hoeing, sales mgr.; W. C. Roberts, adv. mgr. and sales prom.; Walter A. Runciman, serv. mgr.; M. W. Stoms, chief application engr.; E. H. Schiller, vice-pres. pur.; Andrew Breckel, traf. mgr.; O. R. McDonald, pub. rel. dir.; A. G. Zumbrun jr., asst. sales mgr. **Adv. Agcy.**—Moser & Cotins, Utica, N. Y. Lyle Reigler, acct. exec.

**BRYANT CHUCKING GRINDER CO.,** 257 Clinton, Springfield, Vt. Internal grinders, internal and external thread gages, groove gages, granite surface plates. J. H. Beardsley, pres.; Alan E. Stubbs, sales mgr.; H. A. Bush, treas.; P. A. Grobey, dir. of engr. and research. **Adv. Agcy.**—H. A. Loudon, Adv., Boston, Mass.

**BUCKLEY MANUFACTURING CO.,** Caldwell dr., Cincinnati, O. Automotive fuel tanks, stampings, assemblies, air-conditioning cabinets, painted metal products. Maurice Reardon, pres.; Charles Seifert, vice-pres.; Elizabeth Reardon, secy.-treas.; J. D. McKerracher, works mgr. **Det. Rep.**—Richard H. Haynes, 2711 E. Jefferson, Detroit 7, Mich.

**BUDD CO.,** 2450 Hunting Park ave., Philadelphia 32, Pa. Chassis, body parts and

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stampings; truck, bus and passenger car wheels, hubs and drums. E. G. Budd jr., pres.; E. R. Schmidt, exec. vice-pres.; G. E. Lallou, A. R. Lindsay, A. Walton, vice-presidents; J. Hihn jr., comptr.; J. B. Seelye, secy.; F. W. Norcross, treas.; H. A. Boas jr., dir. of mktg.; E. C. Blaine, vice-pres., gen. mgr. (auto. div); R. J. Kalbfleisch, vice-pres. mfg. (auto. div.); C. L. Eksergian, vice-pres. engrg. (auto. div.); R. F. Littley, vice-pres. sales (auto. div); W. A. Ehresman, dir. of pur.; S. A. Mahan, jr., plant mgr. (Hunting Pk., Phila.); E. F. Bates, plant mgr. (Red Lion, Phila.); E. W. Jackson, plant mgr. (Charlevoix, Detroit); C. C. Coyle, plant mgr. (Chase, Gary, Ind.); E. D. Heilbrun, dir of traffic; J. L. Yarnall, traf. mgr. (Hunting Pk.); E. L. Mark, traf. mgr. (Red Lion); G. R. Foraker, traf. mgr. (Charlevoix); P. Telep, traf. mgr. (Chase); T. P. Hunter, mgr. adv. and pub. rel. **Adv. Agcy.** — Lewis & Gilman, Inc., John C. Belfield, pres.

**BUELL MFG. CO.,** 919 W. 49th Place, Chicago 9, Ill. Air horns, compressors. R. D. Buell, pres.; Roy D. Buell jr., vice-pres.

**BUICK MOTOR DIV.,** Flint 2, Mich. Motor cars. E. T. Ragsdale, gen. mgr.; D. F. Taylor, gen. mfg. mgr.; E. C. Kennard, gen. sales mgr.; J. S. Hudgens, R. F. Blair, J. L. Bradshaw jr., asst. gen. sales mgrs.; J. G. Davies, exec. asst. to gen. mgr. in chge. of dir. rel.; G. D. Wilson, dir. of merchandising; E. J. Krause, gen. serv. mgr.; P. E. McCracken, gen. parts and access. mgr.; O. K. Kelley, chief engr.; F. J. Compson, dir. of pur.; C. Clark Smith, traf. dir.; L. L. Scott, gen. works engr.; W. E. McNaught, dir. of pub. rel.; J. R. Bolton, compt.; J. F. Kennedy, dir. of per. **Det. Rep.**—J. A. Mayer, 6164 Cass ave., Detroit. **Adv. Agcy.** — McCann-Erickson, Inc., New York, N. Y.

**BUILDERS ORNAMENTAL IRON CO., Frame Master Div.,** 4655-59 W. Arthington st., Chicago, Ill. Frame and axle straightener for cars and trucks; collision units for alignment and front end work up to the cowl; special axle tools. William J. Payes jr., pres. and treas.; Frank J. Sudlik, vice-pres., gen. sales mgr.; R. C. Crandall, pur. agt.; Frank Rach, chief instructor. **Adv. Agcy.**—Leslie Brink, Chicago, Ill.

**BULLARD COMPANY, THE,** 286 Canfield ave., Bridgeport 9, Conn. Machine tools including vertical turret lathes, boring, milling and drilling tools, spacer table, chucking grinder, automatic horizontal single spindle lathe. E. C. Bullard, chmn. of bd.; E. P. Bullard III, pres., gen. mgr.; George Todd, vice-pres. contr. F. L. Dabney, secy.-treas.; F. U. Hayes, vice-pres., asst. gen. mgr.; H. E. Neale, sales mgr.; M. K. Peck, C. H. Hagberg, asst. sales mgrs.; W. C. Neu, adv. mgr.; E. E. Howard, serv. mgr.; T. H. Wilber, pur. agt., traf. mgr. **Det. Rep.**—Wilfred Thompson, 16601 James Couzens hwy., Detroit 21, Mich. **Adv. Agcy.**—Park City Adv. Agcy., Bridgeport, Conn.

**BUNDY TUBING CO.,** 8109 E. Jefferson ave., Detroit 14, Mich. Bundyweld steel tubing, monel tubing. W. W. Anderson, pres.; W. W. Anderson jr., vice-pres., gen. mgr.; P. A. O'Connell, vice-pres. sales; J. L. Shanahan, vice-pres. mfrg.; W. F. Kendall, gen. sales mgr.; W. F. Haberkorn, auto sales mgr.; A. F. Bernthal, adv. and sales dev. mgr.; T. H. Schneider, dir. of pur. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Detroit, Mich. Gerald Millar, acct. exec.

**BUNTING BRASS & BRONZE CO.,** 715 Spencer st., Toledo 1, O. Bushings, bearings, bars and special parts of cast bronze and sintered metals. Wm. M. Hankins jr., pres.; W. F. Volk, secy.-treas.; R. R. Hirsch, vice-pres. sales; M. A. Hamman, R. Van Steenburgh, sales mgrs.; A. L. Cremean, vice-pres. manufacture; D. C. Spaulding, prod. engr.; W. H. Roberts, pur. agt.; F. Stewart, traf mgr. **Adv. Agcy.**—Beeson-Reichert, Inc., Toledo, O.

**BURCH MANFACTURING CO., INC.,** 618 First ave. N., Fort Dodge, Ia. Industrial heat houser, boat covers, truck covers, motor carriers, auto top carriers, tents, canvas products and weathertite tarps. Paul E. Burch, pres., pur. agt.; Phillip L. Burch, vice-pres.; Karl D. Burch, secy.; Max Burch, treas.; James L. Ellstrom, gen. sales and prom. mgr. **Adv. Agcy.**—Ramsey Advertising Agency, Davenport, Iowa.

**BURD PISTON RING COMPANY**—P. O. Box 567, Eau Claire, Wis. Piston rings, valve packing, valve inserts. E. A. Genrich, gen. mgr.; C. F. Hempel, oper. mgr.; E. F. Eiseman, sales mgr.; Carl Hansen, plant supt. **Adv. Agcy.**—Western Advertising Agency, Chicago, Ill.

**BURGESS BATTERY CO.,** Freeport, Ill. Dry batteries, flashlights, pocketlights, lanterns. D. W. Hirtle, pres.; F. J. Kirkman, exec. vice-pres.; W. T. Evans, treas.; H. F. Horstmeyer, secy.; J. F. Woodhouse, asst. secy., asst. treas.; H. C. Cramer, vice-pres. chge. production; J. J. Coleman, vice-pres. chge. engrg.; C. E. Balz, vice-pres. for sales; A. Yule, vice-pres. for Canadian Div.; R. E. Beldt, pur. agt.; A. C. Harris, traf. mgr. **Det. Rep.**—H. E. Heisner, 10831 Balfour rd., Detroit 24. **Adv. Agcy.**—Kane Advertising, Bloomington, Ill. Edmund Kane, acct. exec.

**BURGESS-NORTON MFG. CO.,** Geneva, Ill. Piston pins, stampings, hardened and ground parts, screw machine products. C. M. Burgess, chmn. of bd.; F. E. Burgess, pres.; R. A. Anderson, vice-pres., prod.; C. B. Johnson, vice-pres. sales; G. M. Waller, vice-pres. engrg.; W. T. Crane, adv. mgr.; William T. Cox, metallurgist; G. D. Holliday, pur. agt.

**BURKART MANUFACTURING CO., F., Div. of Textron, Inc.,** 4900 North Second st., St. Louis, Mo. Automotive cushion padding, cotton felt and sisal padding and polyurethane foam. Harry J. Burkart, vice-pres., gen mgr.; R. B. Morrow, exec. vice-pres.; Harry F. Meyer, adv. mgr.; Wm. McEwen, pur. agt.; George Bell, traf. mgr. **Det. Rep.**—W. C. Patterson and Glenn Green, 2679 Conner ave. (automotive sales mgr.). **Adv. Agcy.**—Winius-Brandon, St. Louis, Mo. William Sanborn, acct. exec.

**BURKHARDT CO.,** 3815 W. Fort st., Detroit 16, Mich. Loose leaf binders, decorated catalog covers, plastic indexes, leather portfolios and cases, easel display binders, pamphlet binding, general bookbinding. Edward H. Zerbe, chmn. of bd.; Lincoln D. Knorr, pres.; John C. Burkhardt, vice-pres. prod. and treas.; Richard C. Burkhardt, vice-pres. sales and secy.; A. W. Smallfuss, pur. agt.; Lee Smith, traf. mgr.

**BURLINGTON INDUSTRIES,** 1430 Broadway, N. Y. Textile fabrics, J. Spencer Love, chmn. of bd.; J. C. Cowan jr., vice chm. of bd.; Paul Geden, adv.; Gilbert T. Karp, public rel. **Det. Rep.**—Gehringer & Forsyth, 15151 James Couzens hwy., Detroit, Mich.

**BURLINGTON MILLS, INC.,** 748 Chestnut st., Burlington, Wis. Decorated and printed insulating automotive felts, floor carpeting, luggage compartment lining, head lining, glove compartment lining, dash seal, kick plates, risers, shelf lining and seat facings. Wm. A. McMillan, chmn. of the bd.; R. A. Kinzer, pres.; A. J. Rueter, secy.-treas.; Howard Fabian, wks. mgr.; Donald Tench., vice-pres. chg. sales, and adv. mgr.; J. F. Zemaitis, research dir.; W. G. Mett, pur. agt.; Hugh H. Loud, Detroit dist. mgr.; Stephenson bldg., Detroit 2. **Adv. Agcy.**—Keck Advertising Agency, Oconomowoc, Wis. Pete Keck, acct. exec.

**BURNDY CORP., Omaton Div.,** Norwalk, Conn. Electrical solderless connectors, automotive and tank harness connectors, installation tools. Bern Dibner, pres.; Marvin Lee, exec. vice-pres.; Julian Rogoff, vice-pres., Omaton Div. mgr.; Sidney Bergman, gen. sales mgr.; Lewis E. Gage, adv. and sales mgr.; Gary E. Singer, mgr. Omaton adv.; Robert Michaels, pur. agt. **Det. Rep.**—Knaus, Glaser, Bowman & Henry, 3117 W. McNichols rd. **Adv. Agcy.**—Wexton Co., 11 East 47th st., New York City. Ted Gravenson, acct. exec.

**BURROUGHS CORP.,** 6071 Second ave., Detroit 32, Mich. Adding machines, bookkeeping machines, accounting machines, calculating machines, billing machines, cash registering machines, electronic data processing systems, electronic digital computers, microfilm equipment (distributors of Bell & Howell Microfilm); ribbons, carbon paper, roll paper and other supplies for all types of business machines. John S. Coleman, pres.; R. R. Eppert, exec. vice-pres.; K. C. Tiffany, vice-pres. fin.; C. E. Schneider, vice-pres. Burroughs div.; J. R. Bradburn, vice-pres. ElectroData div.; Willis E. Morgan, vice-pres. mktg.; W. J. Delahanty, vice-pres. mfg.; Clarence Dunlop, vice-pres.; Sheldon Hall, vice-pres. secy.; George L. Todd, vice-pres., The Todd Div.; Dr. I. Travis, vice-pres. res. and engrg.; R. W. Macdonald, vice-pres, int'l. div.; M. E. Mengel, vice-pres. spec. prod.; H. A. Lombard, treas.; W. C. Sproull, dir. of adv.; R. S. Stark, dir. of pur.; Edw. Littlejohn, dir. pub. rel. **Det. Rep.**—E. J. Shaver, mgr. Detroit branch, 7351 Woodward ave., Detroit 2. **Adv. Agcy.** — J. Walter Thompson Co. (export), Campbell-Ewald Co. (domestic), Detroit, Mich. Willis M. Carpenter (J. Walter Thompson), Paul Stewart (Campbell-Ewald), acct. execs.

**BURTCHAELL HEATING CO.,** 2944 S.E. Powell blvd., Portland 2, Ore. Pacific portable truck loading hoist. J. T. Burtchaell, pres.; Robt. B. Chappel, vice-pres.; C. T. Mudge, secy.; Cloyce Taylor, wks. mgr. **Adv. Agcy.**—Elwood Enke, Portland, Ore.

**BURTON AUTO SPRING CORP.,** 2433 W. 48th st., Chicago 32, Ill. Leaf springs, truck and truck trailers, crawler tractors, coil springs, hot wound ½" or over. Harry H. Hans, pres., adv. mgr.; Robert H. Hans, vice-pres.; Charles E. Sertich, secy.; Clarence Tharnstrom, treas.; Roy Beedy, works mgr.; Charles E. Sertich, sales mgr.; Walter F. Skvorc, asst. sales; John Ahr, chief engr.; Chris Thullen, pur. agt.; Walter F. Skvorc, traf. mgr. **Adv. Agcy.**—Peterson Adv. Agency, Chicago, Ill.

**BURTON-ROGERS CO., Sales Div., Hoyt Electric Instruments,** 42 Carleton st., Cambridge 42, Mass. C. W. Burton, pres., treas.; V. S. Church, vice-pres., gen. mgr.; William de K. Burton, secy.

**BUSCH, A. G. & CO., INC.,** 6122-38 Northwest Hwy., Chicago 31, Ill. Electromagnet plug-in trouble lights, utility and warning light plug-in, warning flag kit, graphite guns carded, slick-spray graphite, 1-lb. cans, automotive accessory plugs carded, plug parts and plug and cord sets for other manufacturers. Albert G. Busch, pres., gen. mgr.; M. E. Ahlstedt, asst. secy.; D. M. Busch, treas.; Jos. Focosi, works mgr.; (Mrs.) A. L. Schubbe, asst. sales; Joe Focosi, chief engr.; A. G. Busch, pur. agt.; J. Focosi, asst. pur. agt. **Det. Rep.**—John J. Gallagher, E. J. Case, 307 Pasadena blvd., Toledo 12, O. **Adv. Agcy.**—Jacobson & Toone, Chicago, Ill. Russ Jacobson, acct. exec.

**BUSSMANN MFG. CO.,** University at Jefferson, St. Louis 7, Mo. Fuses for all types of electrical circuits. A. B. Bussmann, pres.; J. C. Ingram, vice-pres. in chge. sales; J. A. Bussman, secy.-treas.; H. von P. Thomas, adv. mgr.; J. A. Bussmann, jr., serv. mgr.; Lee J. Bussman, pur. agt. **Adv. Agcy.**—Henderson Advertising Co., St. Louis 3, Mo.

**BUTLER ENGINEERING CO., INC.,** 2612 Rousseau st., New Orleans 13, La. Water correction. Albert Mevi, pres.-treas.; Harold L. Bevelheimer, vice-pres. and gen. mgr.

**BUTLER MFG. CO.,** 7400 E. 13th, Kansas City 26. Trailer tank transports, oil equipment, metal buildings, farm equipment, dry cleaning equipment. Oscar D. Nelson, chmn. of bd.; John A. Morgan, pres.; Harold A. Edlund, vice-pres., mktg.; George Dillon, secy.; Darius Melcher, treas.; Jack Howse, adv. mgr., sales prom. mgr., pub. rel. mgr.; Luther Melcher, pur. agt. **Adv. Agcy.**—Aubrey, Finlay, Marley & Hodgson, Kenneth Hill, acct. exec.

**BUXBAUM CO.,** 1212 7th st., S. W., Canton 1, O. Tire and tube repair materials, truck and trailer flaps, small parts cabinets, squeegee-scrapers. Albert Buxbaum, pres.; L. L. Narens, vice-pres.; Lewis Buxbaum, secy.; Carl Rehm, treas.; Vern Rehn, cont.; Gordon Ferguson, works mgr.; Manny Katz, sales mgr.; Robert Carl, pur. agt. **Adv. Agcy.**—Frease & Shorr, Canton, O. William Frease, acct. exec.

**BYERS, A. M., CO.,** 16th Floor Clark Bldg., Pittsburgh 22, Pa. Pipe, wrought iron nipples, wrought iron hot rolled, wrought iron pipe, wrought iron, electric furnace amballoy steels, PVC plastic pipe. B. M. Byers, pres.; S. Salem, vice-pres. & gen. mgr.; R. Griem, secy.; A. S. Chalfant, vice-pres., sales; W. J. Gurtner, treas. & contr.; F. Engelhardt, dir. of pur. and traf.; R. I. Enzian, mgr., wrought iron sales; F. E. Farnan, mgr. of sales prom.; D. A. Torisky, adv. mgr.; R. J. Bricmont, mgr. engr. serv. dept. **Det. Rep.**—T. W. Hogan, 2737 W. Grand Blvd. **Adv. Agcy.**—Ketchum, MacLeod & Grove, Inc., Pittsburgh. J. F. Ewing III, acct. exec.

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**CADIE CHEMICAL PRODUCTS, INC.,** 603 W. 130th st., New York 27, N. Y. Polishing cloth for auto body, anti-fog windshield, chromium, metal and brass. A. Axelrath, pres.; E. W. Meyers, vice-pres.

(Continued)

# Who's Who in the Auto Industry

(Continued)

**Det. Rep.**—Christensen & Miller Agency, 12027 Hamilton ave., Detroit 3, Mich.

**CADILLAC MOTOR CAR DIV.,** 2860 Clark ave., Detroit 32, Mich. Motor vehicles. J. M. Roche, gen. mgr.; F. H. Murray, gen. sales mgr.; C. F. Arnold, chief engr.; H. G. Warner, works mgr.; A. F. Swetish, compt.; J. H. Lamb, mgr. pur.; W. S. Chisholm, dir. per.; C. D. Merriott, dir. pub. rel.; R. H. Fernwood, dist. mgr.; W. T. LaRue, merch. mgr.; R. M. Phillips, gen. serv. mgr.; J. A. Dunn, gen. parts and access. mgr.; K. R. Baldwin, bus. mgr.; G. D. Sills, exec. asst. to gen. mgr. in chge. of dir.-factory rel.; T. J. Moran, organization mgr.; M. E. Fields and E. F. Upson, asst. gen. sales mgrs.; O. M. Kujala, traf. mgr. **Adv. Agcy.** — MacManus, John & Adams, Bloomfield Hills, Mich.

**CADILLAC PLASTIC AND CHEMICAL CO.,** 15111 Second ave., Detroit 3, Mich. Plastic air conditioning ducts, convertible flexible vinyl rear windows, cast acrylic rods, tubes and blocks, antistatic polish, styrene sheets, rods and slugs. Robert B. Jacob, pres.; Richard J. Jacob, exec. vice-pres.; Glayden V. Fox, vice-pres., gen. mgr.; George Carlyon, vice-pres., mfg.; Lloyd R. Marentette, vice-pres., sales; John E. O'Brien, treas.; Frank Barnard, pur. agt.; I. Gauthier, warehouse supt.; Saul Shiefman, adv. and sales prom. mgr. **Adv. Agcy.**—W. B. Doner & Co., Detroit, Mich. Robert B. Jacob, acct. exec.

**CADILLAC PRODUCTS, INC.,** 7000 E. 15 Mile rd., Warren, Mich. Service sheet metal wrappings, industrial paper specialties, cushioning and blocking, custom-made insulation and interior trims, polyethylene seat covers, heat sealed bags and similar items for industrial parts packaging. M. P. Williams, pres.; H. J. Williams, vice-pres.; M. J. Halley, secy.; J. M. Bills, sales mgr.; E. A. Wagner, pur. agt.

**CAL CORP.,** 2945 Coolidge hwy., Berkley, Mich. Radiator and motor filter and accessories. Perry E. Allen, pres., gen. mgr., chf. engr.; L. C. Laundry, secy.-treas., pur. agt.; L. McKinney, works mgr., traf. mgr.; Thomas F. Hassett, sales & sales prom. mgr.; W. Botsford, pub. rel. mgr. **Det. Rep.**—Hiller-Rose Assoc., Birmingham, Mich. **Adv. Agcy.**—John R. McMillan, Detroit 35, Mich. John Walker, acct. exec.

**CALIFORNIA CAR WASH SYSTEMS, INC.,** 7265 Radford ave., North Hollywood, Calif. Auto and truck washing systems. David Fisher, pres.; L. J. Hackett, vice-pres.; Maury W. Wayne, secy.; J. A. Drielsma, treas.; Sam Slavin, gen. mgr., pur. agt.; Al Kantor, works mgr.; Barr Young, sales mgr.; Don Hadley, asst. sales; Dudley Lang, sls. prom. mgr.; Jim Tryforos, serv. mgr.; Warren Fraser, chief engr. **Adv. Agcy.**—Beckman-Koblitz, Inc., Los Angeles, Calif.

**CALIFORNIA CUSTOM ACCESSORIES MFG. CO.,** 301 W. Jefferson blvd., Los Angeles 7, Calif. Hooded fender extensions, tail light conversions, custom grille conversions, chrome air cleaners, chrome wire looms, full length bull-nose moldings, custom equipment. Joseph Kraus, pres.; Alex Kraus, vice- pres.; Phillip Kraus, vice-pres. **Adv. Agcy.** — Edw. S. Kellog Agency, Los Angeles, Calif. Jim Donovan, acct. exec.

**CALIFORNIA OIL CO., THE,** 1200 State st., Perth Amboy, N. J. Gasoline, lubricating oils, kerosene, greases, fuel oils. B. W. Pickard, pres.; C. E. Allen, vice-pres.; E. E. Wall, vice-pres.; J. O. Delancey, secy.-treas.; M. McKee, compt.; C. J. Moody, vice-pres., lubricants; W. S. Morris, gen. sales mgr.; E. J. Karle, mgr. of operations; J. H. Williams, chief engr.; E. N. Britton, pub. rel. mgr.; M. F. Barry, adv. mgr. **Det. Rep.**—E. F. Clegg, dist. mgr., 600 So. Michigan ave., Chicago. **Adv. Agcy.**—Batten, Barton, Durstine and Osborn, Inc., 383 Madison ave., N. Y. R. C. Cobiens, acct. exec.

**CALLAWAY MILLS, INC.,** 295 5th ave., New York 16, N. Y. Automobile headlinings, industrial fabrics and yarns, carpeting, rugs, towels, laundry textiles, KEX industrial towels, fender covers and dust control products. R. D. Williams, jr., pres.; F. S. Graves, vice-pres.; R. M. Arnett, vice-pres.; G. Cornell, vice-pres.; A. N. Fagnani, adv. and pub. rel. mgr. **Det. Rep.**—F. R. Spitzangel and Paul I. Bentz (headlinings), Francis Palms bldg., Detroit. **Adv. Agcy.**—J. M. Mathes, Inc., New York 17, N. Y.

**CAM TOOL CO., INC.,** 1038 Larkin st., San Francisco 9, Calif. Bead breakers (passenger), tire dollies, bearing remover, cranes (truck and portable in hydraulic and mechanical models), heavy duty truck transmission jack. Richard S. Simon, pres. **Adv. Agcy.**—George Lynn, San Francisco.

**CAMPBELL CHAIN CO.,** York, Pa., and West Burlington, Ia. Passenger car tire chains, truck chains, tractor chains, tire chains, welded and weldless chain. Geo. J. Campbell jr., pres.; N. A. Campbell, vice-pres.; M. H. Campbell, secy.; A. A. Hally, gen. sales mgr.; N. Allan Pettit, adv. mgr.; Howard D. Campbell, treas., pur. agt.; G. K. Blum, wks. mgr.; Howard Ziegler, traf. mgr. **Det. Rep.**—J. W. Ferree, 5634 Putnam dr., Birmingham, Mich. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia, Pa. M. E. Goldman, acct. exec.

**CAMPBELL SONS CORP., HARRY T.,** Campbell bldg., 100 W. Pennsylvania ave., Towson 4, Md. Truck sanders. Bruce S. Campbell, pres.; H. Guy Campbell, vice-pres., treas.; Robert F. Porter, vice-pres.; Florence C. Russell, secy.; Albert S. Cummins, gen. mgr.; William F. Childs III, sales mgr., Calcite dept.; Dennis M. Hoffman, sales mgr., Sakrete div.; Richard L. Campbell, chief engr.; James E. Wills, pur. agt. **Adv. Agcy.**—VanSant-Dugdale Co., Inc., 15 E. Fayette st., Baltimore 2, Md. Nicholas VanSant, acct. exec.

**CAMPBELL, WYANT AND CANNON FOUNDRY CO.,** Henry st., Muskegon, Mich. Automotive and high production castings in iron and steel, cylinder blocks and cylinder heads for both gasoline and diesel engines, camshafts, crankshafts, gears, pistons, housings, cylinder liners, manifolds, brake drums, bearing caps and miscellaneous high-strength steel and alloyed iron castings for the automotive, railroad and agricultural implement industries. R. L. Lindland, pres.; H. A. Deane, W. E. Busker, vice-pres.; H. McKeen, sales mgr.; M. R. Wiard, chief engr.; E. G. Carlson, pur. agt.

**CANELL CO.,** 44 Liberty st., Little Ferry, N. J. Automobile luggage racks, replacement wood parts for Station Wagons, station wagon wood grain decals. Wm J. Canell, pres.; D. J. Canell, sales mgr. **Adv. Agcy.** — Diener & Dorskind, New York, N. Y.

**CANFIELD TOW BAR CO., INC.,** 6033 E. McNichols rd., Detroit 12, Mich. Power wreckers for all makes and sizes of trucks. E. C. Vandegrift jr., pres. and gen. mgr.

**CANNON CHEMICAL CO., INC.,** 181 Portland st., Cambridge 41, Mass. Rustbuster radiator treatment, lecton car-care (paint protection), lecton chrome care (chrome protection), hazebuster (cleaner), dirtbuster car wash. Leo E. Concannon, pres., treas.; Edward H. Concannon, vice-pres.

**CAPITOL REPRODUCTIONS, INC.,** 835 Holden ave., Detroit 2, Mich. Reproductions, grids. Barthold Zeunen, pres.; Lee E. Zeunen, vice-pres.; Gus Bruns, sales mgr.; Nishon Muradian, gen. supt.

**CARBORUNDUM CO.,** Buffalo ave., Niagara Falls, N. Y. Bonded and coated abrasive products. C. F. Robinson, pres.; F. J. Tone jr., sr. vice-pres.; E. A. Montgomery, secy.; O. A. Gottschalk, treas.; T. H. Booth, vice-pres. bonded abrasives div.; W. H. Wendell, group vice-pres. coated abrasives div., Globar div., Stupakoff div., Curtis Machine div.; H. C. Smith jr., sales mgr. mdse. branch; W. J. Ulrich, vice-pres.; F. T. Keller, dir. of mktg.; W. F. Burk, pur. agt.; K. S. Wright, traf. mgr. **Det. Rep.** — W. D. Dickerson, 11171 Lappin ave., Detroit 34. **Adv. Agcy.**—Comstock & Co., Buffalo 2, N. Y. Sloane Palmer, acct. exec.

**CAREW STEEL CO.,** Mt. Zion rd., York, Pa. Standardized steel buildings, roof systems and long-span joists. Howard J. Carew, pres.; William H. Kauffman, vice-pres.; George H. Werner, vice-pres.

**CAREY MFG. CO., PHILIP,** Cincinnati 15, O. Industrial products, asbestos gasket stock, fibre and specialties, paper and millboard, automotive sound deadening felts, and emulsions, asphalt emulsions and asphalt plyboards, 85 percent magnesia and rock wool insulations and industrial flooring, asbestosarb, oil and grease remover, sweeping compound. J. W. Humphrey, pres.; H. R. Barrett, exec. vice-pres.; E. C. Faulkner, vice-pres.; E. J. Fasold, secy.; E. F. Ziegenhardt, treas.; R. F. Quinn, adv. mgr.; E. L. Clayton, vice-pres. of pur.; A. E. Binger, ind. sales mgr. **Adv. Agcy.**—Farson, Huff & Northlich, Cincinnati 2, O. A. C. Evans, acct. exec.

**CARLIFE GUARANTY CO., THE,** 9955 Grand River ave., Detroit 4, Mich. A management program for the exclusive use of authorized automobile dealers, by which new and used car prospects are attracted and sold, parts and service volume increased, and customer goodwill developed. Hanley, Marr and Dawson Taylor, owners. For information write S. N. McCaleb, c/o Carlife Guaranty Co., above address. **Adv. Agcy.**—Philip D. Barrett, Detroit 4, Mich.

**CARLINN FABRICS CORP.,** 51 Essex st., Boston 11, Mass. Rayon, cotton trim fabrics, also synthetic specialty fabrics. Carl G. Linn, pres. and treas.

**CAR-MON PRODUCTS CO.,** 1541 W. Devon ave., Chicago 26, Ill. Manufacturers of Carbon monoxide, exhaust removal equipment. R. L. Sullivan and C. A. Imming, partners; R. L. Sullivan, gen. mgr. **Det. Rep.**—C. P. (Bud) Hoffman, 6432 Cass ave. **Adv. Agcy.** — Burlingame-Crassman, Chicago, Ill.

**CAROVAN DIV., Universal Sales Inc.,** Delaware, O. All steel bodies, house-to-house and parcel delivery for Chevrolet and GMC chassis. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; Harry Humes, secy.-treas. **Adv. Agcy.**—Howard Swink Advertising Agency, Marion, O. Paul Kohler, acct. exec.

**CARPENTER MFG. CO.,** 2235 Bradley, Somerville 45, Mass. Emergency vehicle, warning lights, stanchion lights, standby lights, roof-mounted searchlights, flashing colored lights and spotlights. Harold S. Bird pres.; Donald L. Young, works mgr.; Robert P. Koehler, adv. and sales mgr.; Peter A. Thompson, asst. sales and serv. mgr.

**CARPENTER STEEL CO.,** 157 W. Bern st., Reading, Pa. Specialty steels (including tool steels, stainless steels), industrial and high nickel alloys. F. R. Palmer, pres.; John Moxon, exec. vice-pres.; C. B. Post, vice-pres.; Arlington Britton, vice-pres.; H. S. Potter, vice-pres.; W. E. Roberts, secy.-treas.; O. V. Greene, gen. sales mgr.; J. W. Thompson, mgr. sales dev.; Fred von Raab, export mgr.; H. A. Brossman, mgr. stainless steel sales; G. H. Edmonds, mgr. of warehouse distr.; J. E. Newlin jr., mgr. tool steel sales; H. Goodman, mgr. alloy steel sales; R. L. Riegel, adv. mgr.; R. P. Freehafer, pur. agt.; R. J. Buttery, trans. mgr. **Det. Rep.**—C. O. Ericke, 6181 Warren ave. W., Detroit, Mich. **Adv. Agcy.**—Beaumont, Heller & Sperling, Inc., Reading, Pa. R. F. Heller, acct. exec.

**CARRIER CORP.,** Carrier Pkwy., Syracuse 1, N. Y. Absorption, centrifugal, reciprocating refrigerating machines, industrial compression equipment, industrial heating equipment. Cloud Wampler, chmn. of bd.; William Bynum, pres.; Lyle C. Harvey, senior vice-pres.; William J. Bailey, Walter A. Grant, Fred F. Hoyt, George N. Lilygren, vice-presidents; Howard M. Dirks, vice-pres., personnel div.; Charles V. Fenn, vice-pres. and gen. mgr., machinery and systems div.; Loren Fletcher, vice-pres. and gen. mgr., Allied Products div.; Dr. J. F. Downie Smith, vice-pres., research and development div.; Russell Gray, vice-pres. and gen. mgr., Unitary Equipment div.; Melvin C. Holm, vice-pres., treas.; John H. Holton, vice-pres., planning div.; John M. Rachal, vice-pres. and gen. mgr., intl. div.; David W. Jasper, gen. attorney; Herman Seid, corporate secy.; Thomas P. Rhoades, asst. to chmn.; Rea C. Tenney, asst. to chmn.; Charles M. Stuart, exec. asst., office of chmn.; Kenneth B. Crowell, exec. asst., office of pres.; Keith T. Davis, asst. to the senior vice-pres.; H. E. Coneby, exec. asst., office of senior vice-pres.; Leslie M. Beals, dir. of adv. and sales prom. **Adv. Agcy.**—N. W. Ayer, Philadelphia. Daniel E. Rohner, News Bureau mgr.

**CARS RENTAL SYSTEM INC.,** 910 Sunrise Lane, Fort Lauderdale, Fla. Setting up new car dealers in the renting and leasing business. Joseph P. Taravella, pres.; T. L. Jackson, exec. dir. **Adv. Agcy.**—Olsen & Gustavson, Fort Lauderdale, Fla.

(Continued)

A dramatic portrayal of the Body by Fisher in the B-58 Buick SPECIAL Two-Door Riviera.

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*THE NEW "SOUND BARRIER" BODY BY FISHER*

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In a new "Sound Barrier" Body by Fisher, the absence of rattles—the freedom from road and engine noise—tells you plenty:

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50 YEARS OF BODY BUILDING LEADERSHIP

# Who's Who in the Auto Industry

(Continued)

**CARTER CARBURETOR DIV. of ACF Industries, Inc.,** 2840 North Spring ave., St. Louis 7, Mo. Carburetors—automatic and manual choke; filters—gasoline, ceramic; fuel pumps—mechanical and electrical; switches, oil pressure. C. E. Heitman, pres.; J. T. Ellerman, vice-pres.; C. A. Fee, secy.; J. F. Burditt, treas.; V. J. Lowenstein, sales mgr., tractor and small carb. div.; D. A. Bragdon, vice-pres. in chge. after-mkt. sales; J. B. Wilkins, adv. mgr.; A. A. Korte, chief prod. engr.; D. G. Teasdale, dir. of pur.; E. H. Duff, div. compt. **Det. Office**—Forrest Cook, 5-117 General Motors bldg. **Adv. Agcy.**—French & Shields, Inc., St. Louis, Mo.

**CARTER AND GALANTIN, INC.,** 710 W. Jackson blvd., Chicago 6, Ill. Promotion programs, product displays, sales charts, sales aids, slide film, motion pictures, TV spots, sales meeting plans. H. E. Carter, pres.; Bennett Nielsen, exec. vice-pres.; R. H. Plew, vice-pres.; Edmund W. Thoss, treas. **Det. Rep.**—R. H. Plew.

**CARTER, THE GEORGE R, CO.,** 630 Lycaste, Detroit 14, Mich. Automobile interior trimmings, textile wireon products. Raymond A. Lander, chmn. of bd.; Louis S. Foulkes jr., pres.; Raymond A. Lander jr., vice-pres.; Roy J. Lingg, secy.-treas.; J. J. Temple jr., mgr.; F. L. Walton, vice-pres., sales mgr.

**CARTER PARTS CO.,** 3401 Madison st., Skokie, Ill. Foot dimmer switches, defroster switches, windshield wiper switches, heater switches, door switches, back-up and turn indicator switches. M. J. McCarthy, pres., sales mgr.; M. F. Ebeling, secy.-treas.; M. J. Alef, gen. mgr.; N. Frantz, chief engr.; D. Eklund, pur. agt. **Det. Rep.**—Ed Protz, 1516 Morton ave., Ann Arbor, Mich.

**CARWASHERS & STEAM EQUIPMENT CORP.,** 2045 W. 35th st., Chicago 9, Ill. Aqua Vac No. 4 combination: carwasher, vacuum cleaner, parts cleaner, hi pressure pump, motor cleaner. John Mate, pres.; Frank Kay, vice-pres., sales mgr.; Joseph A. Goeller, secy.; Robert McCabe, treas., adv. mgr.; Joseph Williams, gen. mgr.; John A. Sullivan, serv. mgr.; Jerome Dusek, chief engr.; Elmer Johnson, pur. agt.

**CASCO PRODUCTS CORP.,** 512 Hancock ave., Bridgeport 2, Conn. Automatic cigaret lighters, inner-controlled sealed beam spotlights, electric motorized antennas. Joseph H. Cone, chmn. of bd.; Lawrence E. Fenn, pres.; John J. Reidy, exec. vice-pres.; Lloyd F. Taylor, vice-pres. of ind. rels; Norman P. Levine, secy.; Robert O. Kneibel, asst. secy.; Morton S. Krall, treas.; Norman P. Levine, dir. of pur.; U. Sykes Mozneck, art dir.; Jack L. Leavy, traf. mgr.; S. J. Roumeles, sales mgr. auto div.; M. T. Powers, serv. mgr. **Det. Rep.**—John R. Morrow, Wendell Smith, 16163 Meyers rd. **Adv. Agcy.**—Peck Adv. Agency, Inc., 400 Madison ave., New York, N. Y.

**CASE HARDENING SERVICE CO., P. O. Box 4356,** Cleveland 24, O. Carburizing or case hardening compounds, tempering, heat treating, annealing, carburizing salts; anti-carburizing paint. C. P. Critzer, pres. and treas.; Mark Snow, vice-pres.; E. M. Critzer, secy.

**CASITE DIV., Hastings Mfg. Co.,** Hastings, Mich. Casite oil additive and tune-up crankcase and automatic transmission additive. A. E. Johnson, chmn. of bd.; Stephen I. Johnson, pres.; R. E. Wait jr., vice- pres., wks. mgr.; D. A. Siegel, secy-treas.; Russ R. Dunn, vice-pres. and dir. of sales; Byron K. Fletcher, sales mgr.; D. H. Collins, adv. mgr.; Marshall Cook, asst.; H. P. Phillips, chief engr.; Frank B. Cooper, traf. mgr.; C. S. Morey, pur. agt. **Adv. Agcy.**—Keeling & Co., Inc., Indianapolis, Ind. William M. Hutchison, acct. exec.

**CATALIN CORP. OF AMERICA,** 1 Park ave., New York 16. Industrial resins for laminating, bonding and impregnating; and styrene, nylon and polyethylene molding and extrusion compounds. H. Krehbiel, pres.; L. Beck, exec. vice-pres.; E. W. Bastian, vice-pres., Thermosetting div.; K. Briggs, vice-pres., prod.; W. Miller, vice-pres., engrg.; J. Hyman, vice-pres., res. and devel.; F. Martin, secy.-treas.; F. Hadley, vice-pres., Thermoplastic div.; P. Krentel, sales mgr., Chemical div.; R. A. Woodard, sales adv. mgr.; M. Rasmussen, pur. agt. and traf. mgr. **Adv. Agcy.**—Walter Gallagher, 175 Fifth ave., New York.

**CATERPILLAR TRACTOR CO.,** Peoria 8, Ill. Tractors, diesel engines, earthmoving equipment, motor graders. W. K. Cox, sales prom. mgr. **Adv. Agcy.**—N. W. Ayer & Sons, Inc., Philadelphia, Pa.

**CEDAR RAPIDS ENGINEERING CO.,** 902 17th st., N. E., Cedar Rapids, Ia. Valve facing machines, valve seat grinders, valve seat insert tool, cylinder boring machines, line boring machines, piston turning and grinding machines, pin Filing machine, rod reconditioner. F. Critz Hahn, pres., gen. mgr.; O. L. Brokaw, sales prom. mgr.; G. L. Erwin, gen. sales mgr.; W. M. Delzell, vice-pres.; H. Cedric Hahn, secy.; R. W. Bradley, serv. mgr.; J. C. Falcon, pur. agt. **Det. Rep.** Lacey Williams, 124 LaBelle st., Highland Park, Mich.

**CELANESE CORP. OF AMERICA,** 180 Madison ave., New York 16, N. Y. Chemicals: fuel additives, brake fluid components, anti-freezes, hydraulic fluids, solvents for paint and lacquer; textiles: yarns for body linings, headlinings, upholsteries, slip covers, mechanical rubber goods; plastics: cellulose acetate and cellulose propionate sheeting, film and molding compounds, polyolefin resins, polyvinyl acetate emulsions, polyester resins. Harold Blancke, pres.; J. W. Brooks, vice-pres., gen. mgr., textiles; P. H. Conze, dir. mktg. (Textile Div.); W. D. Clark, gen. sales mgr. B. Andersen, vice-pres., gen. mgr., plastics; R. W. KixMiller, vice-pres., gen. mgr., chemicals; E. W. Ward, gen. sales mgr., plastics; R. H. Kampschulte, gen. sales mgr., chemicals; H. R. Michel, pur. agt.; E. F. Hanlon, traf. mgr. **Adv. Agcy.**—Ellington & Co.

**CELLUSUEDE PRODUCTS, INC.,** 500 N. Madison st., Rockford, Ill. Rayon flock, nylon flock, acetate flock, hair flock, cotton flock, coated paper. J. C. Sutton, pres.; P. L. Flanigan, vice-pres.; John Cooney jr., secy. and sales mgr. **Det. Rep.**—Lloyd Thiel, 19737 James Couzens hwy. Detroit.

**CEMCO INDUSTRIES, INC.,** Winchester rd., Galion, O. Split and power take-off, hydraulic lift tailgate, trailer jockey, hoists, mobile machine shops, dock ramps, mobile lubricating shops, bulk carriers and weigh gauge. H. L. Ekin, pres., sales mgr.; Wm. C. F. Bastian, vice-pres.; Paul Durtschi, vice-pres.; J. B. Hubley, pur. agt.; H. L. Ekin, treas.; Lowell Bourns, adv. mgr. **Adv. Agcy.**—Coleman Todd & Assoc., Mansfield, O. O. Lowell Bourns, acct. exec.

**CENTRAL FOUNDRY DIV., General Motors Corp.,** 37 Florence st., Saginaw, Mich. High quality grey iron, malleable iron and ArmaSteel castings for automotive, transportation, agricultural implement, and appliance industries. Cylinder blocks and heads for both gasoline and diesel engines, manifolds, camshafts, crankshafts, bearing caps, wheel hubs, differential carriers, spring hangers, door hinges, steering gear housings, transmission gears, valve rocker arms, universal joint yokes, diesel engine pistons, conveyor trolley wheels and many others. James H. Smith, gen. mgr.; Elmer E. Braun, works mgr.; Leslie L. Shafer, sales mgr.; Carl A. Koerner, mfg. mgr.; Carl F. Joseph, tech. dir.; Frank E. Lamb, comp.; Robert H. Mooney, wks. engr.; Harold G. Sieggreen, chief engr. **Adv. Agcy.** — Price, Tanner & Willox, Saginaw, Mich.

**CENTRAL INDUCTION HEAT TREATING & BRAZING, INC.,** 5100 Tillman, Detroit 8. Heat treating, annealing, brazing, cyanide hardening, and welding. Rex O. Baubie, pres.; R. L. Navarre, gen. mgr. **Det. Rep.**—R. L. Navarre, 5100 Tillman ave.

**CENTRAL STATES SPECIALTIES, INC.,** 549 W. Washington st., Chicago 6, Ill. Key chain with device to keep from getting parking tickets, also holds up to 12 coins. Tissue dispenser to hold five-cent package of tissue pennants for outdoor or indoor use. Louis Hochstadter, pres., gen. mgr. and adv. mgr.; B. T. Feltman, vice-pres.; John Nowicki, secy.-treas.; E. Sievert, works mgr. **Adv. Agcy.**—J. H. Kennedy, 201 N. Wells st., Chicago, Ill. J. H. Kennedy, acct. exec.

**CENTRAL TOOL CO.,** 456 Wellington ave., Cranston 10, R. I. Micrometers. Irving M. Leven, pres.; Geo. M. Marshall, gen mgr.; Wm. Bebby, wks. mgr. **Adv. Agcy.**—Hammond-Goff, Providence, R. I.

**CENTURY PRODUCTS CO.,** 14324 Birwood, Detroit 38, Mich. Upholstery cleaners, top-ink for convertible tops, spray ink for stained, watermarked upholstery, flock, hair flock for trunk linings, adhesive for use with flock and hair flock. Geo. H. Wheatley, exec. mgr.; E. P. Wheatley, treas.; B. D. Van Duzen, serv. mgr. **Det. Rep.**—G. H. Wheatley, 14324 Birwood.

**CERRE CO., THE,** 753 Penobscot bldg., Detroit 26, Mich. Creators of various types of sales promotion and merchandising materials for the automotive industry. Arthur A. Cerre, pres.

**CERTIFIED SALES ENGINEERING CO.,** 4641 N. Capitol ave., Indianapolis 8, Ind. Used car sales promotional plan. O. L. Hatton jr., pres.; R. M. Stokes, gen. mgr.

**CHAIN BELT CO.,** 4701 W. Greenfield ave., Milwaukee 1, Wis. Chain, sprockets, flexible couplings, roller bearings, transmission equipment, conveyors, ferrous castings. L. B. McKnight, pres.; G. K. Viall, O. W. Carpenter, W. J. Sparling, L. H. Bosnian, W. C. Messinger, F. G. Syburg, E. M. Rhodes, G. H. Woodland, vice-presidents; J. R. Strassburger, treas.; J. D. Sloan, S. Y. Warner jr., H. E. Tennes, gen. mgrs.; J. W. Snavely, G. J. Schuelke, H. R. Patzer, R. V. Poisson, J. W. Tufts, sales mgrs.; G. H. Pfeifer, adv. and sales prom. mgr.; J. F. Roestel, asst. adv. mgr.; B. G. Scheider, P. J. Imse, H. Klaucke, A. H. Williams, chief engrs.; C. B. Johnson, pur. agt.; E. W. Ryan, traf. mgr.; J. E. Sutcliffe, pub. rel. mgr. **Det. Rep.**—Chain Belt Co., 10600 Puritan ave., Detroit 38, Mich. **Adv. Agcy.**—The Buchen Co., Chicago 6, Ill. J. L. Perry, acct. exec.

**CHAIN BELT CO., Roller Chain Div.,** 369 Plainfield st., Springfield 2, Mass. Duckworth timing chains. L. B. McKnight, pres.; E. M. Rhodes, vice-pres. ind. equip. section; J. D. Sloan, div. mgr.; R. V. Poisson, sales mgr.; W. E. Kennedy, sales prom. supvr.; E. E. Swanson, chf. prod. engr.; P. H. Bolger, pur. agt. **Adv. Agcy.**—Buchen Co., Chicago, Ill. J. L. Perry, vice-pres., acct. exec.

**CHAMPION LABORATORIES, INC.,** 122 Charles st., Meriden, Conn. Div. of Pyroil Co., Inc., La Crosse, Wis., Oil filter elements. R. A. Stanley, pres.; M. O. Welby, chmn. of bd. and treas.; H. W. McCreight, vice-pres. sales; H. T. Hackbarth, vice-pres. mfg. **Det. Rep.**—M. M. Wendell Co., Detroit. **Adv. Agcy.**—Van Hecker Agency, Chicago, Ill.

**CHAMPION PNEUMATIC MACHINERY CO.,** 825 N. Pleasant st., Princeton, Ill. Air compressors, industrial farm and other uses, air and water hose reels and hi-pressure pumps. George K. Hendrick, pres.; Frank J. Embs, exec. vice-pres.; Wallace E. Carroll, treas.; A. H. Weindorf, secy.; John B. Pullen, vice-pres., sales mgr.; Roger A. Steele, asst. sales mgr. **Adv. Agcy.**—Hagerty & Sullivan, Inc., Chicago, Ill. Ben Caldwell, acct. exec.

**CHAMPION SPARK PLUG CO.,** Upton ave., Toledo 1, O. Spark plugs, spark plug cleaners. R. A. Stranahan, chmn. of bd.; F. D. Stranahan, co-chmn. of bd.; R. A. Stranahan jr., pres.; Duane Stranahan, vice-pres.; J. F. Lewis jr., vice-pres.; H. B. Speyer, vice-pres. and treas.; O. C. Leighty, vice-pres. of sales; R. K. Christie, vice-pres. res.-engrg.; B. H. Sibley, vice-pres. factories; R. W. Vogel, asst. treas.; T. A. Hill, secy.; F. E. Southard, asst. adv. mgr.; W. J. De Sana, gen. traf. mgr.; Keith Wilson, pur. dir. **Det. Rep.**—R. V. Bennett. **Adv. Agcy.**—J. Walter Thompson, Detroit.

**CHAMP-ITEMS, INC.,** 6191 Maple ave., St. Louis 14, Mo. Replacement parts for cars and trucks. E. H. Mohme, pres.; E. L. Wylie, secy. and treas.; J. G. Meiners, wks. mgr. and pur. agt.; Glen Meyer, supt. **Adv. Agcy.**—Joe Maxwell, St. Louis, Mo. Joe Maxwell, acct. exec.

**CHARDON RUBBER CO.,** Washington st. and Sixth ave., Chardon, O. Molded and extruded items, lathe and automatic cut washers. calendered products and extruded plastic products; C. L. Shreiner, pres.; H. L. Oplinger, vice-pres. in chge. of mfg.; D. S. Watkins, vice-pres. of sales; B. A. Paepke, contr.; H. L. Reiter, asst. secy.; A. J. Keller, plant mgr.; R. E. Bahr, pur. agt.; J. R. Dukes, traf. mgr.; D. Medina, dir. of res.; H. Medina, chief chemist. **Det. Rep.**— J. J. Hahn, 18450 W. McNichols rd.

**CHARLES PRODUCTS CO.,** 704 S. Main, Hutchinson, Kans. Lubricating equipment, barrel pumps, oil display racks on wheels. W. R. Charles, sales mgr.

**CHASE BRASS & COPPER CO.,** 236 Grand st., Waterbury 20, Conn. Automotive fittings (brass compression, flared and inverted flared); automotive tube (copper). G. P. Bakken, pres.; W. L. Smith, vice-pres., opr.; Rodney Chase, vice-pres., chge. of pub. and ind. rel.; G. B. Moseley, vice-pres. sales; R. R. Quay, secy.;

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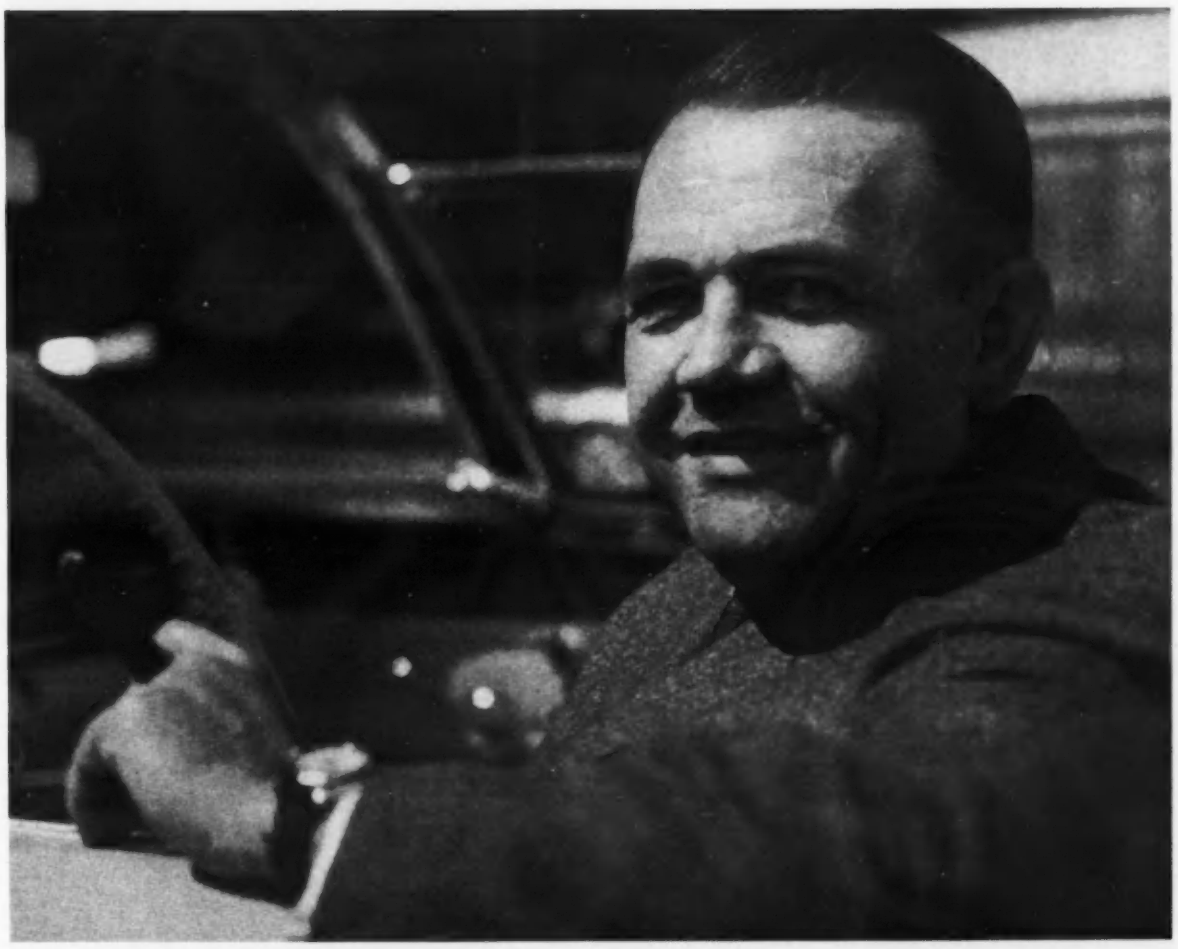

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# Who's Who in the Auto Industry

(Continued)

R. C. Smith, treas.; W. E. Evans, mgr. of mill and warehouse sales; E. J. Malvey, adv. mgr.; C. D. Patterson, gen. pur. agt.; F. H. Vickery, traf. mgr. **Det. Rep.** — Branch office and warehouse, 14480 Woodrow Wilson ave., Detroit 38.

**CHATHAM MFG. CO.,** Elkin, N. C. Upholstery fabrics. Hugh G. Chatham, pres.; R. T. Chatham jr., vice-pres.; Ralph Getsinger, sales mgr. (auto fabrics); G. Martin Coffyn, adv. and sales prom. mgr.; S. Stauber Flynt, pur. agt. **Det. Rep.** — Getsinger-Fox Co., Fisher bldg., Detroit, Mich.

**CHATILLON & SONS, JOHN,** 85 Cliff, New York 38. Precision springs, scales, force measuring instruments. Norton W. Mallman, pres.; George C. Reiley, exec. vice-pres.; T. Madsen, vice-pres. prod.; M. G. Fangemann, gen. mgr. spring div.; E. A. Galiskis, treas.; John F. Chatillon, chief engr.; Vincent McCoy, pur. agt.; Nathan Lavenda, mgr. sales service.

**CHEK-CHART CORP.,** 33 E. Congress pkwy., Chicago 5, Ill. Service station lubrication guides and wall charts; tire, battery and accessory manuals; dealer training books. H. Eldridge, pres.; George Williams, vice-pres. sales; Robert Mahaffay, dir. engrg.; James C. Baker, 8-251 General Motors bldg., Detroit Office mgr.

**CHELSEA SPRING DIV., Rockwell Spring and Axle Co.,** Chelsea, Mich. Mechanical springs, formed wire parts; spring clips. L. A. Davisson, gen. mgr.; William Marsh, asst. gen. mgr.; Audrey Harris, pur. agt.

**CHEMOLD CO.,** 2000 Colorado ave., Santa Monica, Calif. Chem-O-Glas fiberglass panels. K. D. Smith, pres.; L. R. Dailey, vice-pres.; Arlene Lott, secy.-treas.; Ralph A. Nelson, sales exec.

**CHEMSTRAND CORP., THE,** 350 Fifth ave., New York 1, N. Y. Acrilan acrylic fiber, Chemstrand nylon yarn. Edward J. O'Neal jr., pres.; W. G. Luttge, vice-pres.; Bernard F. Bertland, adv. and merch. dir.; Robert E. Smith, Acrilan sales mgr.; Murray H. Morse, Nylon sales mgr. **Adv. Agcy.**—Doyle, Dane, Bernbach, New York, N. Y.

**CHEM-THERM MFG. CO., INC.,** 624 E. Evergreen st., Monrovia, Calif. Steam cleaners, steam cleaning compound, wash rack equipment, spray guns, car wash, air hoists. Max C. Thompson, pres. and treas.; G. P. Thompson, vice-pres. and secy.; Paul K. Cartier jr., asst. treas. and secy.; Kathryn L. Conard, sales mgr., home office div. **Det. Rep.**—W. E. Phillips Equipment, 22800 W. 8 Mile rd., Steam clean; Wash Rack Supply, 17605 Filer, wash rack equipment.

**CHEVROLET MOTOR DIV., General Motors Corp.,** General Motors bldg., Detroit 2. Chevrolet passenger cars and trucks. E. N. Cole, gen. mgr.; J. R. Wilson, gen. admin. mgr.; W. E. Fish, gen. sales mgr.; E. H. Kelley, gen. mfg. mgr.; W. G. Power, adv. mgr.; J. S. Clark, asst. adv. mgr.; R. D. Lund, sales prom. mgr.; E. L. Harrig, secy. mgr.; H. F. Barr, chief engr.; E. J. Gormsen, dir. of pur.; John L. Cutter, nat'l dir. of pub. rel.; I. W. Thompson, asst. gen. sales mgr., parts and access.; W. R. Lynch, traf. dir. **Adv. Agcy.** — Campbell-Ewald Co., General Motors bldg., Detroit 2, Mich. Colin Campbell, acct. exec.

**CHICAGO CORK WORKS CO.,** 6001 Gross Point rd., Niles, Ill. Composition and natural cork specialties; carburetor floats; composition cork gaskets, strips and sheets. H. L. Glover, pres.; H. L. Laster, secy., asst. sales mgr.; H. L. Glover, treas. **Det. Rep.**—H. M. Schmidt, Chicago.

**CHICAGO PNEUMATIC TOOL CO.,** 6 E. 44th st., New York 17, N. Y. Pneudraulic pump, air and electric impact wrenches, air-powered hydraulic truck jacks, zip-guns. G. J. Coffey, pres.; T. P. Harris, vice-pres.; J. F. Huvane, vice-pres.; R. T. Beers, sales mgr., pneumatic tools; W. W. Tobin, sales mgr., automotive serv. tools div.; K. T. Dolson, pur. agt. **Det. Rep.**—F. W. Harris, CPT Co., 570 E. Larned st., Detroit 26, Mich. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. Fred Poppe, acct. exec.

**CHICAGO RIVET & MACHINE CO.,** 9600 W. Jackson blvd., Bellwood, Ill. Rivets, rivet setters, brake relining machines. Edw. J. Morrissey, pres.; Edw. P. O'Malley jr., vice-pres.; Herman J. Tonn, vice-pres.; John Kelly, treas. and secy.; A. Joncha, wks. mgr.; J. A. Rehm, C. S. Barans, asst. sales mgrs.; Ray C. Hudson, adv. and pub. rel. mgr.; W. Shineflug, sales mgr.; W. J. Bautz, pur. agt.; J. Campbell, asst.; E. Kapowsky, traf. mgr. **Det. Rep.**—M. F. McManus, 18450 Livernois ave. **Adv. Agcy.**—Ray Hudson & Assoc., Chicago.

**CHICAGO SHOW PRINTING CO.,** 2635 N. Kildare ave., Chicago 39, Ill. Dealer announcement kits, special promotion kits, displays, demo kits, cloth and Kanvet fiber banners and pennants, lithographed displays for indoor and outdoor use. Robert J. Leander, pres.; Marvin T. Green, vice-pres. and dir. of sales; David Lockerby, adv. and sales promotion; John A. Schwab, pur. dir. **Adv. Agcy.**—George H. Hartman Co., Chicago. George Hartman jr., acct. exec.

**CHICOPEE MILLS, INC., Lumite Div.,** 47 Worth st., New York 13, N. Y. Lumite woven saran, luxel fibre and Chixon fabrics, screening, industrial fabrics. W. J. Holman jr., pres.; J. F. Nicholl, vice-pres. and gen. mgr.; W. Chester, treas.; H. H. Purvis, vice-pres. in chge mfg.; G. H. Day II, vice-pres., mgr. auto and uphol. fabrics; J. M. Renfroe (fabric), G. V. Atkison (fabric) J. F. Rohs (screen), prod. dirs.; G. B. Birt (fabric), W. Volk (screen), sales mgrs.; A. C. van Roden jr., adv. mgr.; Jack Jolly, traf. mgr. **Det. Rep.**—Harold Brown, c/o Permacel Tape, 615 Livernois, Ferndale 20, Mich. **Adv. Agcy.** — Lennen & Newell, Inc., New York, N. Y. Shirley Estey, acct. exec.

**CHISHOLM INDUSTRIES, INC.,** 110 Cummington st., Boston, Mass. Fast oil changer, Hi-Gloss finish process, polish and cleaner. Oliver H. Scharnberg, chmn. of bd; C. F. Chisholm, pres., gen. mgr.; Lawrence Dana, clerk; D. S. Cummings, treas. **Adv. Agcy.**—Cory Snow, Inc., Boston, Mass.

**CHISHOLM SYSTEMS,** P. O. Box 1352, Palo Alto, Calif. Prospect and owner followup system for auto dealers, used car appraisal forms. Collin Chisholm, owner.

**CHOLDUN MFG. CORP.,** 331 East st., New Haven, Conn. Car washer, car dryer car wash, chemicals, liquid whitewall cleaner, leather cleaner, oil merchandiser, portable oil changer, pressure purger steam cleaner, vacuum cleaner truckwasher, steam cleaner compounds, automotive chemicals, Herbert H. Charles, pres.; Henry Dunn, vice-pres., pur. agt.; David Oles, secy., works mgr.; J. Edward Watson, central and western sales mgr.; Sumner Weiss, chemical sales mgr.; Melvin Gailzaid, eastern sales mgr. **Det. Rep.**—George Lubin, 15436 Appoline. **Adv. Agcy.** — Elm City Advertising Agency, New Haven, Conn.

**CHRISTIE ELECTRIC CORP.,** 3410 W. 67th st., Los Angeles 43, Calif. Battery charging and testing equipment. S. L. Christie, pres. and chief engr.; D. G. Dinsmore, secy.-treas.; Don Jaenecke, works mgr.; E. E. Hughes, sales mgr. and adv. mgr.; Ed Wesson, serv. mgr.; H. B. Doty, pur. agt.

**CHRYSLER AUSTRALIA, LTD.,** Adelaide, South Australia. Assembly plant for Chrysler, DeSoto, Dodge and Plymouth passenger cars and Dodge, DeSoto and Fargo trucks. R. S. Thomson, chmn. of bd. and dir.; W. D. Ferguson, mgr. dir. and dir.; E. Phillips, K. C., N. Kelley jr., directors; J. F. Astley, alternate dir. for Mr. Kelley; W. E. Harris, secy.; S. H. Richardson, treas.; R. R. Oliver, asst. secy.; L. V. Brown, asst. treas.

**CHRYSLER CORP.,** 341 Massachusetts ave., Detroit 31, Mich. Plymouth, Dodge, DeSoto, Chrysler and Imperial passenger cars, Dodge job-rated trucks, Chrysler marine and industrial engines, Oilite powdered metal products, MoPar parts and accessories, Airtemp heating, cooling and refrigeration equipment, Cycleweld products and a wide variety of military equipment including tanks, aircraft components, and the engineering and production of guided missiles. L. L. Colbert, pres.; C. L. Jacobson, vice-pres., dir. rel.; James C. Zeder, vice-pres., engrg. & spec. advisor to pres.; E. C. Row, admin. vice-pres.; P. C. Ackerman, vice-pres., dir. of engrg.; R. S. Bright, group vice-pres., basic mfg.; J. E. Brennan, vice-pres. & group exec.; Robert W. Conder, vice-pres.; James Cope, vice-pres., corp. mkt. planning; Nicholas Kelley jr., vice-pres. & pres. of Export div.; J. D. Leary, vice-pres., pers.; F. W. Misch, vice-pres., fin.; L. A. Townsend, comptr.; G. T. Higgins, secy.; H. F. Diegel, cf. fin. staff; W. J. Simons, treas.; T. F. Morrow, vice-pres. & group exec., def. & spec. prod.; W. C. Newberg, group vice-pres. automotive; R. T. Keller, vice-pres.; J. P. Mansfield, vice-pres. & pres. Plym. div.; M. C. Patterson, vice-pres. and pres. of Dodge div.; E. C. Quinn, vice-pres. & pres. Chry. div.; L. I. Woolson, vice-pres. & pres. DeSoto div.; L. B. Bornhauser, gen. mgr., Axle and Trans. Div.; S. E. Bychinsky, gen. mgr., Electrical Equipment Div.; R. A. McCarroll, gen. mgr., Engine Div.; F. Osann, gen. mgr., Parts & Equipment Mfg. Div.; J. F. Kerigan, gen. mgr., Stamping Div.; W. S. Blakeslee, gen. mgr., Defense Operations Div.; C. A. Brady, gen. mgr., Missile Div.; A. S. Hudson, pres., Marine and Industrial Engine Div.; H. E. Chesebrough, dir. prod. vol. planning; C. B. Gorey jr., dir. corp. mfg.; E. Lloyd, dir. pur.; R. C. Mitchell, dir. orgn.; J. Paul Smith, res. atty.; W. C. Flaherty, dir. bus. resch.; C. L. Horner, dir. admn. services; J. von Rosen, dir. mfg., engrg.; R. E. Forbes, dir. corp. adv.; M. W. Jocz, M.D., med. dir.; D. C. McCarthy, jr., dir. mfg. planning; C. G. Bauer, dir., qual. control; D. H. Keller, dir. plant protection; W. E. Landis, dir. pers. services; R. F. Bowers, dir. mgmt. development; J. A. Baubie, dir. pub. rel. services; E. H. Rydholm, coordinator of civic affairs; R. C. Somerville, asst. to vice-pres., dir. rel.; P. B. Hopkins, dir. serv. dev.; L. W. Piot, dir. sales training; R. W. Shanklin, dir. of dir. enterprise; Craig Keith, asst. treas.; E. H. Graham, dir. acctg.; T. S. Lawton, asst. comptr.; F. V. Olds, asst. comptr.; K. M. Eyestone, asst. secy. **Directors:** P. C. Ackerman, James C. Brady, R. S. Bright, Jack F. Chrysler, L. L. Colbert, Joseph M. Dodge, Byron C. Foy, C. L. Jacobson, W. Alton Jones, John P. Mansfield, R. E. McNeill jr., F. W. Misch, L. F. McCollum, W. C. Newberg, E. C. Quinn, E. C. Row, Louis B. Warren, Juan T. Trippe, L. A. Van Bomel, L. I. Woolson, James C. Zeder. **Finance Committee:** James C. Brady, L. L. Colbert, Joseph M. Dodge, W. Alton Jones, R. E. McNeill jr., F. W. Misch, Juan T. Trippe, L. A. Van Bomel, W. C. Newberg, E. C. Row. **Operations Committee:** P. C. Ackerman, J. E. Brennan, R. S. Bright, L. L. Colbert, James Cope, W. C. Flaherty, C. B. Gorey, jr., G. T. Higgins, C. L. Jacobson, J. D. Leary, N. Kelley jr., R. P. Laughna, E. Lloyd, J. P. Mansfield, F. W. Misch, T. F. Morrow, W. C. Newberg, B. J. Nichols, M. C. Patterson, E. C. Quinn, T. J. Ross, E. C. Row, W. J. Simons, J. Paul Smith, L. A. Townsend, L. B. Warren, T. E. Waterfall, L. I. Woolson, J. C. Zeder.

**CHRYSLER CORP. OF CANADA, LTD.,** Windsor, Ontario. R. W. Todgham, pres., F. J. Hogan, exec. vice-pres.; C. O. Hurly, vice-pres., sales; J. G. Craig, vice-pres., pers.; C. A. Foran, exec. asst. to pres.; J. H. McGivney, secy.; C. E. Lee, treas.; N. H. Penny, comptr.; R. J. Downey, dir. of pur.; K. D. Heath, dir. of sales; H. J. Rosebrugh, gen. sales mgr., Eastern area; A. L. Hancox, gen. sales mgr., Western area; R. J. Lyons, dir. of product vol. planning; A. Millar, op. mgr.; G. A. Orphal, truck sales mgr.; C. T. Smith, fleet sales mgr.; E. W. Irwin, dir. mktg. staff; F. W. Martin, adv. mgr.; J. A. Dykes, dir. of serv.; T. C. McCall, dir. pub. rel.; C. N. Riley, dir. ser. and parts supply; R. C. Dunbar, dir. bus. mgt., dir. entpr.; J. P. Cummings, cf. engr.; C. A. Brown, parts mgr.; B. I. Booth, dir. production control; E. K. Turner, dir. traf.; F. J. Cowell, plant mgr. (engines); W. P. Young, mgr., parts plants op., Chatham; R. A. Bicks, parts plant mgr., Regina Parts Plant; C. J. Meloche, parts plant mgr., Moncton Parts Plant; N. A. Fowler, parts plant mgr., Vancouver Parts Plant; J. R. Blonde, parts plant mgr., Red Deer Parts Plant.

**CHRYSLER DELAWARE TANK PLANT,** Chrysler Corp., South College ave., Newark, Del. Medium and heavy tanks for U. S. Army Ordinance. A. R. Giordano, operating mgr.

**CHRYSLER DETROIT TANK PLANT,** Chrysler Corp., 28251 Van Dyke rd., Warren Township, Mich. Work for Army Ordinance. C. Harmon, plant mgr.

**CHRYSLER DIV., Chrysler Corp.,** 12200 E. Jefferson ave., Detroit 31, Mich. Passenger cars and automobile engines and parts. E. C. Quinn, vice-pres., Chrysler Corp., and pres., Chrysler Div.; C. E. Briggs, vice-pres., sales; A. M. Fleming, vice-pres.; R. H. Appleman, staff of pres.; B. R. Durkee, dir. adv. and merch.; J. T. Condon, dir. dealer conf.; L. S. McCune, gen. opr. mgr.; G. T. Poirier, gen. mfg. mgr.; M. T. O'Donnell, programming mgr.; C. E. Simek, plant engr.; A. E. Kress, prod. mgr.; R. M. Rodger, chief engr.; C. C. Benedict, compt.; M. R. Prass, dir. prod. vol. plan; K. R. Matzinger, sales prom. mgr.; C. C. Lockwood, adv. admn. mgr.; G. J. McCarthy, dir. of distr.; C. T. McClure, dir. of serv.; W. L. Mitchell jr., dir. forward plan; J. O. Montgomery, dir. pub. rel.

**CHRYSLER EXPORT DIV., Chrysler Corp.,** 341 Massachusetts ave., Detroit 31, Mich. Exports: Chrysler, DeSoto, Dodge and Plymouth passenger cars and

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**MoPar Division, Chrysler Motors Corporation, Detroit 31, Michigan**

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(Continued)

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**CHRYSLER PARTS AND ACCESSORIES SUPPLY DIV., Chrysler Corp.,** 7000 East 11 Mile rd., Center Line, Mich. Automobile, truck and military service parts. H. H. Zeder, gen. mgr.; Lee Lewis, adm. asst.; J. F. Mitchel, operating mgr.; R. R. Hastings, compt.; H. K. Wunderlick, per. mgr.; W. K. Zimmer, prod. plan. mgr.

**CHRYSLER MOTORS LTD.,** Mortlake rd., Kew Gardens, Surrey, England. Plymouth, Chrysler cars and Fargo trucks. W. Wallace, chmn. of bd., managing dir. and dir.; N. Kelley jr., F. Clem, directors; H. E. Trevan-Hawke, secy., dir. and alternate dir. for Mr. Kelley.

**CINCINNATI MILLING AND GRINDING MACHINES, INC.,** 4701 Marburg ave., Cincinnati 9, O. Milling machines, grinding machines, broaching machines, lapping machines, cutter sharpening machines, die sinking machines, optical projection profile grinders, metal forming machines, hardening machines, metal spinning machines, electrical discharge machining equipment, cutting fluid, grinding wheels. W. W. Tangeman, chmn. of bd.; S. E. Bergstrom, exec. vice-pres.; H. Gay, vice-pres., mgr. machine tool div.; C. Roby, vice-pres.; P. O. Geier, vice-pres. and mgr., products div.; S. Redrow, secy.; F. M. Angevin, vice-pres., treas.; A. T. Blackburn, works mgr.; R. Bevis, domestic sales mgr., machine tools; C. M. Reesey, adv. and sales prom. mgr.; J. E. Lynch, mgr. std. milling machines sales; W. K. Mathias, mgr., grinding machine sales; F. W. Miller, gen. supt.; E. D. Vancil, mgr. process machinery div.; C. F. Stugard, mgr. spec. machine tool div.; C. Altbaier, mgr. spec. machine tool sales; A. H. Ball, dir. of std. machine tool engrg. and dev.; M. E. Rollman, foundry supt.; H. Cotrell, sales mgr. products div.; M. Gillie, serv. mgr.; H. Decatur, pur. agt.; M. Geiss, traf. mgr.; H. Ewig, personnel dir. **Det. Rep.**—J. Baldez, mgr. Cincinnati Milling and Grinding Machines, Inc., 24100 N. Woodward ave., Pleasant Ridge, Mich. **Adv. Agcy.**—Jaap Orr Co., Cincinnati, O. (machine tools); Keelor & Stites, Cincinnati, O. (metal forming and hardening machines). Ralph Jones Co., Cincinnati, O. (consumable products).

**CINCINNATI TOOL CO.,** 1951 Waverly ave., Cincinnati 12, O. Clamps, chisels, punches. J. A. Gardner, pres.; H. H. Hargrave, vice-pres.; H. M. Wessendorp, treas.; L. M. Willett, adv. mgr.; D. L. Farmer, prod. mgr. and chief engr.; R. C. Rinschler, pur. agt.; C. E. Hoffman, traf. mgr. **Det. Rep.** — J. M. Reynolds (factory). **Adv. Agcy.**—The Bohnett Co., Cincinnati, O. George Fahrer, acct. exec.

**CIRC-O-FIRE SPARK PLUG CO.,** 2411 Denton, Detroit 12, Mich. Spark plugs. Russell Robidoux, Edmund Willwis, Marvin Wagnitz, partners.

**CIRCO EQUIPMENT CO.,** 51 Terminal rd., Clark, N. J. Metal parts, washers, vapor degreasers, ultrasonics, trichlor ethylene, perchlorethylene. Melville Morris, pres., treas.; Jerome Scherzer, vice-pres.; Leonard Gordon, secy.; Albert Deloskey, works mgr.; Frank Yarrish, sales mgr.; Howard Nulle, chief engr.; Paul Anderson, pur. agt.; Harry Saultz, traf. mgr. **Det. Office**—18055 James Couzens. **Adv. Agcy.**—George Black Co., Union, N. J. Saul Stadtmauer, acct. exec.

**CITIES SERVICE CO. and Subsidiaries,** Sixty Wall Tower, New York 5, N. Y. A full line of petroleum products from automotive fuels through all types of lubricants and greases. Cities Service Co. only: B. S. Watson, pres.; E. G. Christian, secy.; H. J. McCusker, treas.; Tom DeBow, adv. dir.; L. H. White, asst. **Det. Rep.**—H. B. George, 7720 W. Chicago blvd. **Adv. Agcy.**—Ellington & Co., 535 Fifth ave., New York, N. Y. C. L. Landon, acct. exec.

**CITIES SERVICE OIL CO. (DEL.),** 20 N. Wacker dr., Chicago, Ill. Gasolene and lubricating oils. R. L. Kidd, pres.; J. D. King, vice-pres.; J. L. Zust, gen. sales mgr.; A. N. Haenggi, retail sales mgr.; H. F. Jones, mgr. lubricant sales; E. D. Digweed jr., T. B. A. mgr. **Det. Rep.**—H. B. George, whlse. mgr., 7720 W. Chicago blvd.

**CITIES SERVICE OIL CO. (PA.),** 60 Wall st., New York 5, N. Y. Gasoline, lubricating oils and T.B.A. E. L. Stauffacher, pres.; R. A. Cuthbertson, treas.; J. W. Ely, secy.; J. A. Kelley, vice-pres. in chge. marketing research; E. W. Lang, vice-pres. sales; W. G. Swartz, mgr., mfg. and marketing operations; R. C. Keck, adv. and prom. mgr.; E. G. Hirleman, T.B.A. mgr.; P. C. Boyd, mgr. lubricant sales.

**CITY AUTO STAMPING CO., THE, Div. of Globe-Wernicke Industries, Inc.,** Lint and Dura aves., Toledo 12, O. Steel stampings. William D. Hahn, pres., gen. mgr.; Jos. F. Howard, exec. vice-pres.; Wm. E. Peristy, vice-pres., sales; Wayne E. Stichter, secy.; William H. Patterson, treas.; Walter J. Todd, dir. of pur. **Adv. Agcy.**—S. Robert Swiss, Toledo, O.

**CLAMP-SWING PRICING CO.,** 2006 Everett st., Alameda, Calif. Celo car pricing sets (for pricing used cars), label holders for parts and storage bins. D. Garfinkle, gen. mgr.

**CLAPP MFG. CO., THE E. D.,** Genessee st., Auburn, N. Y. Drop forgings. Mrs. H. W. Clapp, pres.; J. D. Hutchinson jr., vice-pres., chief engr.; E. G. Woleslagle, secy, asst. treas.; D. M. Barber, asst. secy.

**CLARK EQUIPMENT CO.,** P. O. Box 31, Buchanan, Mich. Front and rear axles, trailer axles, air suspensions, transmissions, torque convertors and drive units for trucks, buses, off-highway, agricultural and industrial applications. Electric steel castings, gears and forgings, gas, electric and L-P gas fork lift trucks, towing tractors, Powerworker hand trucks, Ross straddle carriers, Michigan tractor shovels, dozers, scrapers, loggers and excavator cranes. George Spatta, pres.; C. H. King, J. G. Mack, C. E. Killebrew, R. H. Davies, W. E. Schirmer, J. F. Bechtel, J. R. Wood jr., B. M. Walter, C. A. Fenn, G. L. Turner, vice-presidents. **Adv. Agcy.**—Marsteller, Rickard, Gebhardt & Reed, Inc., Chicago, Ill.

**CLARK EQUIPMENT CO., Industrial Truck Div.,** Battle Creek, Mich. Gas, electric, diesel and L-P gas powered fork trucks; electric battery powered hand trucks; industrial towing tractors, Ross straddle carriers. George Spatta, pres.; R. H. Davies, C. A. Fenn, C. E. Killebrew, C. H. King, J. G. Mack, W. E. Schirmer, G. L. Turner, B. M. Walter, vice-pres.; J. F. Bechtel, vice-pres. & secy.; J. R. Wood jr., vice-pres. and treas.; H. D. Nelson, comptr.; S. D. Rickards, asst. secy. & asst. treas. **Det. Rep.**—Materials Handling Sales Corp., 300 E. Milwaukee, Detroit. **Adv. Agcy.**—Marsteller, Rickard, Gebhardt & Reed, Inc., Chicago, Ill. A. Cowles & E. ZagRodny, acct. execs.

**CLARKE SANDING MACHINE CO.,** 30 E. Clay ave., Muskegon, Mich. Electric floor scrubbing and polishing machines, heavy - duty wet - dry vacuum cleaners, heavy duty power floor sweepers, floor sanding and edging machines and portable hand sanders. Ernest Cooper, pres., gen. mgr.; Fred J. Cooper, vice-pres.; D. F. Jardine, treas.; H. L. Croskey, secy., sales mgr.; Les Walker, asst. sales; Harry L. Potter, adv. mgr., sales prom. mgr.; R. L. Mason, serv. mgr.; Cecil Land, chief engr.; G. H. Hertschel, pur. agt. **Det. Rep.**—C. W. McConnell, Clarke Sanding Machine Co., 6055 Linwood. **Adv. Agcy.**—Van Stee, Schmidt & Sefton, Grand Rapids, Mich. Dave Schmidt, acct. exec.

**CLAYBORNE MFG. CO.,** 429 North Main st., Monticello, Ind. Engine testing dynamometers, engine overhaul stands, lift kits, dollies. N. F. Clayborne, pres.; I. L. Clayborne, secy.; T. A. Griffin, treas.

**CLAYTON MFG. CO.,** 401 N. Temple City blvd., El Monte, Calif. Vapor cleaning machines, chassis and engine dynamometers, steam generators, portable space heaters, solvents and cleaning compounds. William Clayton, pres.; E. J. Marks, exec. vice-pres., and gen. mgr.; J. E. St. Clair, secy.-treas.; Perry Arant, vice-pres. in chge. of engrg.; Ben F. Martin, works mgr.; J. A. Cortright, vice-pres. in chge. of sales; Roy D. Adams, dir. of sales; E. N. Moon, sales prom. and adv. mgr.; Rowland Mackey, pur. agt. **Det. Rep.**—Howard L. Legg, 16801 Wyoming ave. **Adv. Agcy.** — McCarty Company, 3576 Wilshire blvd., Los Angeles, Calif. Curtis Winters, acct. exec.

**CLEVELAND GRAPHITE BRONZE, Div. of Clevite Corp.,** 17000 St. Clair ave., Cleveland 10, Ohio. Bearings, bushings, washers, seals, electrolytic copper foil. W. W. Brown, pres.; L. W. Christenson, vice-pres. sales; F. P. Salzman, works mgr.; E. Crankshaw, chief engr.; R. C. Webster, staff asst., sales; J. J. McKinnie, sales office mgr.; J. G. Mehring, dir. of pur.; J. C. Hall, pur. agt.; P. W. Love, asst. pur. agt. Ohio Sales District; R. E. Mooney, dist. sales mgr. Detroit Sales District: General Motors bldg., W. D. Cowgill, dist. sales mgr. Chicago Sales District: McCormick bldg., A. E. Gibbs, dist. sales mgr. New York Sales District: Chrysler bldg., L. A. Douglass, dist. sales mgr. west coast; Harper bldg., Van Nuys, Calif.; Joseph Palsulich, dist. sales mgr.; W. R. Mogg, sales mgr. spec. prod. **Adv. Agcy.**—Edw. Howard & Co., Cleveland, O.

**CLEVELAND STEEL PRODUCTS CORP.,** 16025 Brookpark rd., Cleveland 11, O. Universal joints, propeller shafts, power take off joints, screw machine products, steel stamping. W. J. Smith, pres., gen. mgr.; W. J. Smith jr., vice-pres., asst. gen. mgr.; W. W. Slaght, vice-pres., chief engr.; A. G. Singler, vice-pres.; C. V. Banwell, pur. agt.; A. F. Narks, prod. mgr.; R. J. Berichon, plant mgr. **Det. Sales Office**—2405 W. McNichols.

**CLEVITE CORPORATION,** 17000 St. Clair ave., Cleveland 10, O. James L. Myers, chmn. of bd.; W. Russell Burwell, vice-chmn. of bd.; William G. Laffer, pres.; J. K. Nunan, vice-pres. electronics; O. P. Gokay, vice-pres., fin. and treas.; S. J. Begun, dir. mktg.; O. E McCullough, asst to pres. **Adv. Agcy.**—Duffy, McClure & Wilder, Inc., Cleveland, O. **Pub. Rel.**—Edward Howard & Co., Cleveland, O.

**CLEVITE HARRIS PRODUCTS, INC.,** 6545 Carnegie ave., Cleveland, O. Rubber and metal bearings (Silentbloc), rubber bushings, molded rubber products, rubberized ball joints, magnetic rubber, vibration mounts, bonded rubber and metal products. Matthew J. Fleming jr., pres.; D. T. Bradley, vice-pres., tech. adv.; E. T. King, dir. of pur.; E. F. Callanan, treas.; R. T. Drake, chf. engr.; C. C. Casper, prod. mgr. and quality control; F. S. Treco, gen. sales mgr.; L. C. Winslow, asst. gen. sales mgr. (Det. office). **Det. Rep.** — G. A. Grossman, 16575 James Couzens blvd., Detroit 21. **Chicago Rep.**—John J. Carlin, 332 S. Michigan blvd., Chicago.

**CLEVITE SERVICE, The Cleveland Graphite Bronze Co.,** 6545 Carnegie ave., Cleveland 3, O. Engine bearings and automotive bushings. W. W. Brown, pres.; G. M. Salzman, gen. mgr.; A. M. Currier jr., sales mgr.; J. A. Stewart, adm. mgr.; H. S. Burker jr., merch. mgr. **Adv. Agcy.**—Duffy, McClure and Wilder, Cleveland, O.

**CLIFTON MFG. CO.,** 323 Pleasant st., Waco, Tex. Automobile seat covers, treated dust cloths, dome frames and covers for pickup trucks. A. L. Clifton, pres., pur. agt.; J. B. Hardin, vice-pres.; Don S. Fogg, dir. of sales; Geo. T. Brown, secy., asst. sales and adv. mgr.; P. G. Granbury, treas.; Wade H. Williams, plant mgr.; Wm. Wittman jr., traf. mgr.; Mrs. Iva Dean Brown, per. mgr.; **Adv. Agcy.** — Reps. Crockett-Jordan Co., 2708 Commerce st., Dallas 26, Texas. Green-Bush Advertising, Professional bldg., Waco, Tex.

**CLIMAX MOLYBDENUM CO., div. of American Metal Climax, Inc.,** 500 Fifth ave., New York 36. Technical and pure molybdic oxide, molybdic oxide briquettes, ferromolybdenum, thermite and arc-cast molybdenum, moly-sulfide lubricant additive. Weston Thomas, pres.; Reuel E. Warriner, vice-pres. sales; A. J. Herzig, vice-pres., research; Frank Coolbaugh, vice-pres., Western oper.; Ian K. MacGregor, vice-pres., eastern oper. **Det. Rep.**—V. A. Crosby, 624 Fisher bldg. **Adv. Agcy.**—G. M. Basford Co., 60 East 42nd st., New York.

**CLINTON PRODUCTS CO.,** Clinton, Mich. Auto creepers, mechanic's seat and tool tray, utility dolly, casters, truck step, ladder stool or stand, hand trucks and complete line of car top carriers. Fred

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R. Geiger, pres. **Adv. Agcy.** — James Keehl, Clinton, Mich.

**CLINTON SPRAY WAX CORP.,** 1016 N. Fuller st., Santa Ana, Calif. Spray wax and related automotive cleaners and polishes. Mabel G. Kozak, pres.; Earle J. Kozak, vice-pres. and gen. mgr.; Wayne E. Kozak, secy.-treas.

**CLOVER MFG. CO.,** 327 Main ave., Norwalk, Conn. Abrasive papers and cloths, lapping and grinding compounds. I. H. Gallaher, pres. and gen. mgr.; Walter R. Trezise, sales mgr.; Mark E. Brown, pur. agt.

**CLOYES GEAR AND PRODUCTS, INC.,** 17214 Roseland rd., Cleveland 12, O. Silent and metal timing gears, timing chain sprockets, industrial gears and timing chains. Harry D. Myers, pres.; Morris Wright, vice-pres. sales; R. Bub, vice-pres., ind. sales.

**COACHCRAFT, LTD.,** 9017 Santa Monica Blvd., Hollywood 46, California. Manufacturers of luggage racks, luggage tie-downs, reclining seats, continental kits, truck mufflers, engineering, tooling and production of high quality accessories. Rudolph R. Stoessel, President; Alan Robert, Treasurer; Willis B. Robertson, Sales Manager & Purchasing Agent; Charles Ratzenberger, Works Manager; E. Grall, Service Manager; Alois Stoessel, Parts & Accessories Manager and Traffic Manager.

**COACHCRAFT SALES CORP.,** 9015 Santa Monica Blvd., Hollywood 46, California. Spare Wheel Assembles (continental kits), luggage racks, Octopus luggage tie-downs, reclining seats and adjustable headrests, truck mufflers. Rudolph R. Stoessel, President & Chief Engineer; Alan Robert, Treas.; Willis B. Robertson, Gen. Mgr. & Pur. Agent; Charles Ratzenberger, Service Manager.

**COATS COMPANY,** 3001 Fifth ave. S., Fort Dodge, Ia. Iron Tireman, Truck Tireman, tractor tire bead breaker. G. E. Coats, pres. and gen. mgr.; Wonie Coats, vice-pres. and pur. agt.; James Semprini, asst. pur. agt. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia.

**COGSDILL TWIST DRILL CO.,** 12950 W. Eight Mile rd., Oak Park 37 (Detroit), Mich. Twist drills, combined drills and countersinks, core drills, aircraft depth controlled drives and countersinks. Stuart A. Cogsdill, chmn. of bd.; Floyd F. Cogsdill, pres.; Gertrude Bennett, secy.-treas.

**COLE HERSEE CO.,** 20 Old Colony ave., Boston 27, Mass. Switches (all types), trailer connectors, plugs, sockets, electrical accessories. Leo Mayer, pres. and gen. mgr.; T. Wye, wks. mgr.; F. W. Simon, contr.; T. Unsworth, engr.; R. L. Mayer, sales mgr. **Det. Rep.**—Lloyd Nyman, 17136 E. Warren ave., Detroit 24, Mich. (P. O. Box 67, Kensington Station. **Cleve. Rep.**—R. R. Greenleaf, 8905 Lake ave., Cleveland 2, O. **Chi. Rep.**—W. F. E. Bomke Sales Co., 6966 W. North ave., Chicago 35, Ill. **Adv. Agcy.**—Myrbeck & Jacobs, 1458 Hancock st., Quincy, Mass.

**COLLINITE CHEMICAL CO.,** 1205 Mohawk st., Utica 3, N. Y. Automotive cleaners, waxes and washing compounds. Special aluminum cleaners and waxes for automotive and airplane finishes. Charles H. Collins, Charles H. Collins jr., partners. **Adv. Agcy.**—J. Farquhar Co., Utica N. Y. Jay Anderson, acct. exec.

**COLLINS & AIKMAN CORP.,** 210 Madison ave., New York 16, N. Y. Upholstery fabric of all types. W. F. Bird, chmn. of bd.; Ellis Leach, pres.; Mark Z. McGill, secy.; Charles A. Willon, treas.; D. F. McCullough, exec. vice-pres., sales; R. M. Stroker, sales mgr., automotive; C. L. Conley, dir. of adv.; Karl F. Hesley, serv. mgr.; Ralph M. Cornman, pur. agt. **Adv. Agcy.**—Kudner Agency, Inc., New York, N. Y. Dave Hotz, acct. exec.

**COLLINS SALES ENGINEERING CO.,** 13975 Hubbell ave., Detroit 27, Mich. New and used-car Vis-U-Lizer, new and used-car key Lo-Cater. Jimmy R. Collins, pres.; Jimmy S. Robinson, vice-pres., sales mgr.; Bruce G. Leach, secy., adv. mgr.

**COLONIAL BROACH & MACHINE CO.,** Box 37, Harper sta., Detroit 13, Mich. Broaching machines, tools and accesories. Arvid Lundell, pres.; Ralph Lagerfeldt, exec. vice-pres.; Harry Gotberg, vice-pres.; F. E. Pethick, treas.; Charles Crawford, works mgr.; George Cameron, chief engr. **Adv. Agcy.**—Denham & Co., Detroit, Mich.

**COLORGLO PRODUCTS, INC.,** P. O. Box 228, Whittier, Calif. Automobile polishes, waxes, cleaners, etc. George S. Hanson, pres.; M. Wm. Irwin, vice-pres.

**COLTON CO., ARTHUR, Div. of Snyder Tool & Engrg. Co.,** 3400 E. Lafayette, Detroit 7, Mich. Hydraulic presses, mechanical presses. Howard N. Maynard, pres.; Kenneth B. Hollidge, exec. vice-pres.; Harvey Purdy, dir. of pur.; Samuel D. Harrison, treas.; Wallace Doepel, sales mgr.; Leo Gajda, vice-pres., chf. engr. **Adv. Agcy.**—Clark & Rickerd, Inc., Detroit. John Dow, acct. exec.

**COLUMBIA MOTOR CORP.,** 245 West 56th st., New York 19, N. Y. Engine, electrical, wheel parts, etc., for foreign cars. P. J. Morris, pres.; T. H. Isbister, comptr.; J. Labita, sales mgr.; J. Alsapiedi, pur. agent; A. Canales, parts mgr. **Adv. Agcy.**—Mann-Ellis Co., New York.

**COLUMBUS COATED FABRICS CORP.,** Seventh and Grant aves., Columbus 16, O. Vinyl and pyroxylin coated fabrics, flexible and semi-rigid Vinyl sheeting. H. A. Flaharty, pres.; C. G. Jelliffe, vice-pres., ind. div.; R. D. Altmaier, secy.; J. W. Willcox, treas.; J. M. Altmaier, works mgr.; S. M. Wheeler, sales mgr.; Chas. M. LaRue, jr., dir. of adv. and sales prom.; Russell Tilton, chief engr.; S. N. McCloud, pur. agt.; M. A. Keith, traf. mgr. **Det. Rep.**—James C. B. Handley, Paul Murphy, 10018 Fisher bldg. **Adv. Agcy.** — Mumm, Mullay & Nichols, Inc., Columbus 15, O. John P. Kelley, acct. exec.

**COLUMBUS JACK CORP.,** 2200 South Third st., Columbus 7, O. Contract manufacturing. Mechanical jacks, scissor jacks, bumper jacks. Ralph G. Shroyer, pres. and treas.; Myer W. Mellman, vice-pres. and secy.; Ralph Shroyer, chief engr.

**COLUMBUS McKINNON CHAIN CORP.,** Tonawanda, N. Y. Tire chains, towing chains. Franz T. Stone, pres.; D. S. Brisbin, vice-pres.; J. H. Goodwin jr., secy.-treas.; D. B. Myers, wks. mgr.; R. E. Gerspacher, product and adv. mgr.; H. R. Parker, chief engr.; Walter Wolf, pur. agt.; Arch Miller, traf. mgr.; Sherm Richards, pub. rel. mgr. **Adv. Agcy.**—Comstock & Co., Buffalo 2, N. Y.

**COLUMBUS METAL PRODUCTS, INC.,** 1341 Norton ave., Columbus, O. Automotive, bus, truck, lighting equipment. G. E Smith, pres.; H. B. Donley, vice-pres., gen. mgr.; R. P. Donley, treas., chief engr., sales and adv. mgr.; Stanley Jones, pur. agt.; Stanley Heer, traf. mgr. **Det. Rep.**—H. B. Stillman, 15529 Woodrow Wilson. **Adv. Agcy.** — Harry Miller Co., Columbus, O. Jack Miller, acct. exec.

**COMFORT SPECIALTY CO.,** 200 S. 7th st., St. Louis 2, Mo. Printed supplies, advertising material, 600 different standardized printed forms for automobile dealers. H. B. Comfort, pres. and treas.; J. A. Collum, exec. vice-pres.; J. L. Sloss, jr., secy.; S. B. Comfort, adv. and sales mgr.; O. Schatz, traf. mgr. and pur. agt. **Adv. Agcy.**—Seearcee Adv. Corp., St. Louis, Mo.

**COMMERCIAL CREDIT CO.,** 300 St. Paul place, Baltimore 2, Md. Sales finance, insurance and manufacturing. E. L. Grimes, chairman of bd.; Alexander E. Duncan, founder chrm.; Charles C. Greene, pres.; Charles J. Zimmerer, Charles T. Crossfield, John S. Grimes, Paul M. Millians, LeBaron S. Willard jr., vice-presidents; Berthold Muecke jr., vice-pres., gen. counsel; W. R. Mules, secy.; William L. Gardiner, treas.; J. F. Flynn, contr.

**COMMERCIAL CREDIT CORP.,** Maryland, sub. of Commercial Credit Co., 300 St. Paul Place, Baltimore 2, Md. Sales finance. Thomas A. Duncan, pres.; Samuel M. Chesney, James W. Newman, James P. Taylor, exec. vice-presidents; Walter Browning, Elmer L. Chesney, Thomas W. Church, Murray M. Hotchkiss, Donald S. Jones, Michael V. Kane, Everett W. Sara, Herman Staton, sr. vice-presidents; Michael Sheehan, sr. vice-pres. chge. of adv.

**COMMERCIAL FILTERS CORP.,** 2 Main st., Melrose, Mass. Filters for industrial fluids, hydrocarbon fuels, lubricants and compressed air. Robert L. Fielding, pres.; Henry B. Ahlberg, wks. mgr.; J. R. Chisholm, sales mgr.; Alan Riley, pur. agt. **Det. Rep.**—N. R. Kerns Co., 9140 Charlevoix.

**COMMERCIAL SOLVENTS CORP.,** 260 Madison ave., New York 16, N. Y. Antifreezes, automotive chemicals. Paul R. Smith, gen. mgr.; A. B. Swearingen, national accts. sales mgr.; R. M. Eastman, field sales mgr.; E. E. La Rue, chem. spec., sales mgr.; I. W. Campbell, adv. mgr. **Adv. Agcy.**—Fuller & Smith & Ross, Inc. N. Y. 17, N. Y. C. J. Leavitt, acct. exec.

**COMMERCIAL TRADES INSTITUTE,** 1400 Greenleaf ave., Chicago 26, Ill. Home study courses in automotive and diesel mechanics and body and fender rebuilding. R. C. Anderson, pres.; L. R. Liljequist, vice-pres.; S. Lindberg, secy.; A. J. Bertrand, sales mgr. **Adv. Agcy.**—Glenwood Advertising, Inc., Chicago 26, Ill. Stephen Tedor, acct. exec.

**COMPCO CORP.,** 2251 W. St. Paul ave., Chicago 47. Service station lighting equipment, exterior and interior. Horizontal "T" lights, area lights. S. J. Zagel, pres.; L. G. Zagel, vice-pres.

**CONNEAUT RUBBER & PLASTICS CO.,** Commerce st., Conneaut, O. Extruded and molded plastics, fabrication from sheet and film. J. M. W. Chamberlain, pres.; Robert C. Hunter, vice-pres., gen. mgr.; John B. Phipps, works mgr.; John H. Davison, sales mgr. **Adv. Agcy.**—Ralph Gross Advertising, Akron, O.

**CONSOLITE CORP.,** 1320 E. State st., Fremont, O. Advertising signs of metal, aluminum, plastic, cardboard, etc., door bars, kickplates, license plate emblems, bumper strips, trailer plates, thermometers. Transfers: truck lettering, window valance, product identification. Highway advertising signs. Jack D. Zink, pres.; E. F. Sevitts, vice-pres.; W. A. Zink, secy.; N. S. House, treas.; G. C. Berger, wks. mgr.; R. D. Hetrick, sales mgr.

**CONTINENTAL-DIAMOND FIBRE CORP.,** a subsidiary of **The Budd Co.,** Newark, Del. Timing gears. H. K. Collins, vice-pres., gen. mgr.; J. F. Anderson, vice-pres.; H. M. Dexter, dir. of sales; A. J. Briggs, gen. sales mgr. **Det. Rep.**—J. R. Brosnan, 443 New Center bldg., Detroit 2. **Adv. Agcy.**—Erwin Wasey, Ruthrauff & Ryan, Inc., Philadelphia, Pa. J. R. Pilling, acct. exec.

**CONTINENTAL MFG. CORP.,** 10411 W. Washington blvd., Culver City, Calif. Life-time batteries, filters (oil), spark plugs and power brakes, Commando outboard motors. Frank E. Williams, pres.; Ted Joyce, vice-pres. and gen. sales mgr.; R. M. Johnston, secy. and treas. **Adv. Agencies**—W. H. Hunt & Associates, 1044 S. Robertson blvd., Los Angeles, Calif. (oil filters), Lee McFadden, asst. exec. Markham Buss Advertising Agency, 1324 Wilshire blvd., Los Angeles 17, Calif. (batteries, spark plugs and power brakes). Richard Buss, acct. exec.

**CONTINENTAL MOTORS CORP.,** 205 Market st., Muskegon, Mich. Engines (transportation, industrial, marine, airplane.) C. J. Reese, pres. and gen. mgr.; Earl C. Ginn, T. A. Engstrom, exec. vice-president; Arthur W. Wild, D. H. Hollowell, C. Wheeler Johnson, C. M. Bellinger, F. Frank Schwilk, Wm. G. Raven, Palmer C. Dolph, Guy J. Harinton, F. H. Mull, Albert B. Willi, vice-president; Frederick H. Faust, secy.; Henry W. Vandeven, treas. and dir.; H. M. Parker, asst. treas.; C. M. Bellinger (automotive and industrial engines), D. H. Hollowell (airplane engines), sales mgrs.; C. W. Johnson, adv. mgr.; G. Waine Thomas, chief engr.; Morris Ramsey, pur. agt. **Adv. Agcy.**—The Hopkins Agency, 1504 Guardian bldg., Detroit, Mich.

**CONTINENTAL OIL CO.,** Houston, Texas. Super motor oil. Royal gasoline with TPC and lubricants. L. F. McCollum, pres.; Harry J. Kennedy, vice-pres. in chge. of mktg.; G. M. Sullivan, (mktg.) gen. mgr.; E. A. Williford, asst. gen. mgr.; M. S. Hattwick, dir. of adv.; W. A. Morgan, adv. mgr.; J. J. Nemeth, sales prom. mgr.; D. W. Sims, pur. agt.; E. G. Smith, pub. rel. mgr. **Det. Rep.**—Frank Suess, Houston, Texas. **Adv. Agcy.**—Benton & Bowles, Inc., New York City, N. Y. Paul Benson, acct. exec.

**CONTINENTAL RUBBER WORKS,** 1950 Liberty st., Erie 6, Pa. Molded rubber, extruded rubber, rubber hose, radiator hose, shaped hose, sheet rubber, rubber tarp fasteners. P. H. Henkel, pres. and gen. mgr.; C. J. Palmer, vice-pres., secy.; M. M. Schade, treas.; C. C. Shenk, sales mgr.; Earl Johnson, asst. gen. mgr.; J. H. Bohrer, asst. sales mgr.; Alexis C. Erca, chief engr.; Henry Kohler, works asst. mgr.; R. A. Bailey, pur. agt.; Paul Berst, traf. mgr. **Det. Rep.**—Clacy McNary, Edward McNary, Richard McNary, 13801 Schoolcraft ave. **Adv. Agcy.**—Eugene C. Laird, Advertising, Erie, Pa.

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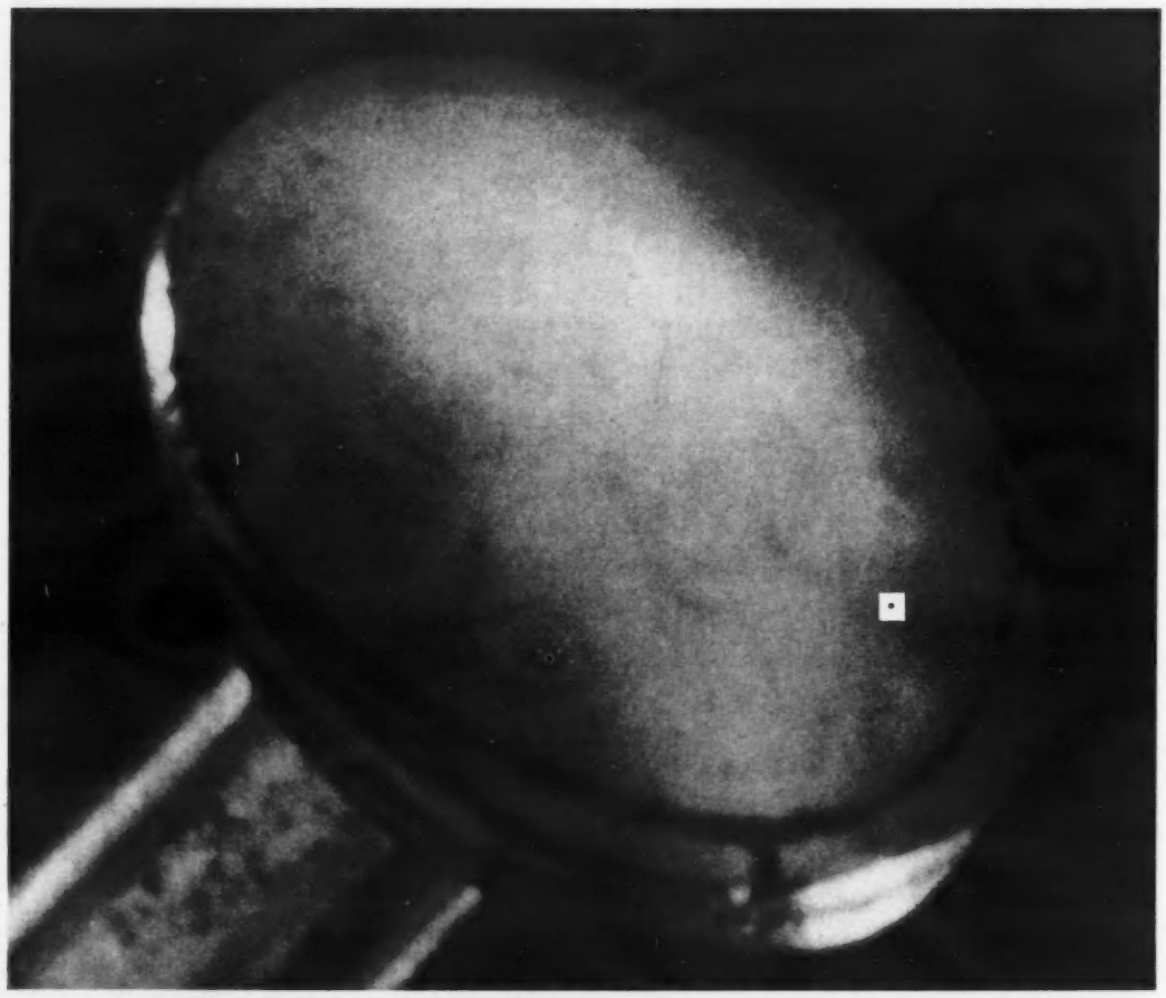

Head of a common pin, enlarged 100 times. The black speck within the white square is approximately 1000 microns.

## Micron on a pinhead!

It takes twenty microns to be visible to the naked eye. There are twenty-five of them in each white blood cell in your veins.

But a micron is too *large* for measurement in some of the filtration Purolator is doing today.

It's a fact. Some of our filters have to remove particles that are sub-micronic in size. That's how far we've come in keeping pace with today's demand for better performance and longer life in industrial equipment and consumer goods. As a result, precision fits, closer running clearances, smoother surface finishes and far more effective quality control are the rule . . . and this trend is continuing. That's why it is important that the potential savings be clearly understood by the people responsible for important decisions in this field.

Application of our engineering skill to the widest diversity of filtration problems for more than three decades has provided us with a unique experience. Whatever filtration problem industry runs into . . . chances are we've already solved it.

PUROLATOR

PRODUCTS, INC.

Rahway, New Jersey and Toronto, Ontario, Canada

# Who's Who in the Auto Industry

(Continued)

**CONVERTO MANUFACTURING CO.,** Cambridge City, Ind. Dump bodies, hoists. C. R. Golay, pres. and gen. mgr.; Joe Lunsford, mgr. sales; Don Golay, treas.; Don Dillon, pur. agt.; Don Chaney, chief engr.; Harry Kuster, gov't sales; Chas. Short, contr. **Adv. Agcy.**—La Grange & Garrison, Inc., 30 E. Georgia st., Indianapolis, Ind. Ted Schurdell, acct. exec.

**COOPER, INC., RAY,** 2017-2019 Central, El Monte, Calif. Automotive accessories. Raymond A. Cooper, pres., treas. and sales mgr.; John Clark, vice-pres., secy. and asst. sales mgr.; Kenneth Fiebelkorn, works mgr. and chief engr.

**COOPER TIRE & RUBBER CO.,** Lima & Western aves., Findlay, O. Passenger car and truck tires and tubes, camelback, repair materials, all types molded, extruded, rubber to metal and calendered rubber parts. W. B. Brewer, pres.; C. P. Weaver, vice-pres. sales; W. R. Brewer, vice-pres. and wks. mgr.; Wayne B. Brewer, vice-pres. engrg.; E. E. Brewer, vice-pres. industrial rubber div.; B. Esterly, Asst. Treas.; K. L. Frost, treas.; R. H. Davis, mgr. industrial rubber div.; M. Fahl, pur. agt.; C. Swift, traf. mgr.; T. M. Lacey, adv. mgr.; Dr. Tennyson Guyer, dir. pub. rel.

**COP-SIL-LOY, INC. and DEE DEE CO.,** 10136 E. Rush st., P. O. Box 109, El Monte, Calif. Brake and clutch material for: passenger cars, buses, industrial, construction equipment, heavy duty trucking, draw works. Donald M. Nelson, pres., treas.; Dan Levi, vice-pres., secy. and gen. mgr.; Raymond E. Hammarna, wks. mgr., chief engr.

**CORBIN HOSE CLAMP DIV., The American Hardware Corp.,** 102 Washington st., New Britain, Conn. Self-tightening hose clamps. E. J. Parker, corp. pres.; D. Muirhead, corp. treas.; A. S. Boone, gen. mgr.; Georg Raineault, works mgr.; Robert E. Keane, adv. mgr.; Eugene Emigh jr., pur agt.; A. H. Petts, traf. mgr. **Adv. Agcy.**—Noyes Co., Inc., Providence, R. I.

**CORBITT CO., INC., THE,** Parham st., Henderson, N. C. Heavy duty trucks, truck parts and equipment for trucks, truck-tractors and trailers, military vehicles and farm tractors. W. T. White, pres.; Jeannette S. Bachman, vice-pres.; A. W. Bachman sr., secy.; Irma R. White, treas.; G. C. Morgan jr., serv. mgr.; L. E. Hicks, prod. engr.

**CORDOMATIC DIV. of Vacuum Cleaner Corp. of America,** 1724 W. Indiana ave., Philadelphia 32, Pa. Drop light reels, balance reels, multiple taps, job lights, static reels. B. J. Tamarin, pres.; W. Russell Getty, vice-pres. in chge. sales. **Det. Rep.**—M. M. Wendell Co., S-334 General Motors bldg. **Adv. Agcy.**—Lavensen Bureau of Adv., 1212 Chestnut st., Philadelphia, Pa.

**CORDUROY RUBBER CO.,** 460 Fuller, N. E., Grand Rapids 1, Mich. Tires, tubes, mechanical rubber goods, molded & extruded. R. C. Murphy, pres., gen. mgr.; C. E. Mills, vice-pres.; M. S. Bonney, secy.-treas., pur. agt.; A. R. Rausell, works mgr.; F. H. Bauer, sales and adv. mgr.; Gerritt Doll, chf. engr.; E. J. Rusche, traf. mgr. **Det. Rep.**—V. B. Meyers, 650 N. Woodward, Birmingham, Mich. **Adv. Agcy.**—Stevens & Co., Grand Rapids, Mich

**CORMIER & SHAVER MFG. CORP.,** 1838 E. 40th st., Cleveland 3, O. Hot water and truck heater shutoff valves, heater hose pipe elbows and straight pipe nipples, automatic screw machine products. C. L. Shaver, pres.; J. T. Giesey, vice-pres.; A. E. Giesey, secy.-treas. **Det. Rep.**—J. T. Giesey, 1838 E. 40th st., Cleveland 3, O.

**CORNING GLASS WORKS,** Corning, N. Y. Lens and reflectors for sealed beam headlights, laboratory glassware, glass components. W. C. Decker, pres.; F. H. Knight, secy.; T. Waaland, treas.; B. S. Peirson, mgr., staff sales; P. M. Reynolds, adv. mgr., sales prom. mgr.; T. S. Wood, dir. pur.; J. D. Mitchell, traf. mgr.; R. L. Edwards, pub. rel. mgr. **Adv. Agcy.**—The Rumrill Company, Inc., Rochester, N. Y. C. N. Gleason, acct. exec.

**CORRUGATED PAPER PRODUCTS, INC.,** 2233 Utica ave., Brooklyn 34. Corrugated mailing boxes, packaging boxes and parts boxes, reliable mailers. Jesse Kapor, pres., gen. mgr.; Lawrence S. Wagner, treas., sales mgr.

**COSMOPOLITAN DIE CAST PRODUCTS,** 46 Etruria st., Seattle 9, Wash. License frames, Scotchlite emblems, die cast monograms and emblems. H. W. I. Johnson, owner and mgr.; Vern Crowley, Washington and Oregon rep.; Lyman W. Johnson, Ind. rep.; D. A. Dawe, Canada rep.; Warner Johnson, plant supt.

**COURTAULDS (ALABAMA) INC.,** 600 Fifth ave., New York 20, N. Y. "Fibro"—our trade name for our white rayon staple; "Coloray"—our trade name for our solution dyed rayon staple. Charles L. Paine, pres.; Angus A. Macdonald, vice-pres.; Edwin H. Todd, secy.; Stanley F. Wagdin, treas.; Royston Dunford dir. of dev. and pub. rel. **Adv. Agcy.**—Lewin Williams & Saylor, Inc., 130 East 59th st., New York, N. Y. Walter Pollock, acct. exec.

**COX INSTRUMENTS DIV., of George L. Nankervis Co.,** 15300 Fullerton, Detroit 27, Mich. Testing equipment for automotive and aircraft industries, including flowmeters, flowmeter calibrating stands, fuel nozzle test stands, carburetor flow test stands. S. W. Sorenson jr., pres.; Frederick E. Burnham, exec. vice-pres.; Harold M. Cherry, vice-pres. metal fin.; Henry W. Grikscheit, vice-pres. sales; Vernon G. Converse, vice-pres. mfg.; Stanley R. Andersen, secy.-treas.; John G. Lewis jr., chief engr.; Raymond I. Pieti, pur. agt.; Kenneth J. Battjes, adv. mgr.; Roger A. Merritt, sales mgr.

**CRAWFORD MFG. CO., INC.,** 3rd and Decatur sts., Richmond 12, Va. Factories: Richmond, Va., Kansas City, Kans., Collingwood, Ontario, Canada. Automobile seat covers, wedge cushions, air cooled cushions. B. O. Cone, pres. and gen. mgr.; J. W. Whaley, vice-pres., sales and adv. mgr.; R. W. Roberts jr., secy.; A. E. Bartholomew, treas.; F. J. Baskerville, works mgr.; W. W. Shaffer, asst. sales and adv. mgr.; L. J. Roberts, pur. agt. **Det. Rep.**—C. E. Greene, 5-221 General Motors bldg., Detroit 2, Mich.

**CREATIVE INDUSTRIES OF DETROIT,** 3080 E. Outer dr., Detroit 34, Mich. Engineering. Rex A. Terry, gen. mgr.; R. S. Lessia, sales mgr.; Calvin R. Brown and J. W. Hurley, sales engrs.; Charles B. Green, chief engr.

**CREE COACHES, INC.,** Main st., Marcellus, Mich. Truck coach for living to be mounted on pick-up trucks. H. L. Cree, pres.; Mrs. Lillian Cree, vice-pres.; Dorothy Bent, secy.-treas. **Adv. Agcy.**—William J. Williams, 426 W. South st., Kalamazoo, Mich.

**CRESCENT CO., INC.,** 20 Central ave., Pawtucket, R. I. Automotive wiring, spark plug cable sets, battery cables, primary wire, spooled cable, portable cord, welding cable, power cable. John Sapinsley, pres.; Kenneth R. MacLean, gen. sales mgr.; Howard A. Utech, sales mgr., automotive div.; Herman Gadon, wks. mgr.; Francis Sisson, pur. agt.; Maurice Namerow, traf. mgr.; Louis F. Palana, supt. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia 2, Pa.

**CREST MFG. CO.,** Executive Offices, 5724 Cass ave., Detroit 2, Factories Detroit, Edgefield, S. C. Seat covers and automotive textile products. Daniel C. Larkin sr., pres. and treas.; Daniel C. Larkin jr., vice-pres.; P. A. Larkin, secy.; Estelle Morin, asst. secy.; R. F. Korrek, vice-pres. S. C. oprns.

**CRISTY CHEMICAL CORP.,** 37 Harvard st., Worcester 8, Mass. Automotive and industrial chemicals. Quintin J. Cristy, pres., treas.; Robert H. Eastman, vice-pres. chge. sales.

**CROSS CO., THE,** 17801 E. Fourteen Mile rd., Fraser, Mich. Automated multiple station machine tools for milling, drilling, boring, reaming and tapping. Multiple spindle way, dial, trunnion and transfer types. Gear tooth rounding, chamfering and burring machines. Machine control units, tool control units. Tool setting fixtures and gages. Milton O. Cross jr., pres.; Ralph E. Cross, exec. vice-pres.; A. J. McLaren, vice-pres. sales; Kurt O. Tech, vice-pres. engrg.; Clark Bennett, treas.; J. C. Poole, pur. agt.; Robert B. Read, serv. mgr.; H. M. Shilson, comptr. and asst. secy. **Adv. Agcy.** — Clark & Bobertz, Inc., Detroit, Mich.

**CROWN LUGGAGE CO., INC.,** 409-21 W. Redwood st., Baltimore 1, Md. Hand luggage. J. Neumann, pres., gen. mgr.; L. A. E. Wetzler, vice-pres.; L. W. Katz, vice-pres., sales mgr., adv. mgr.; B. Krifchin, works mgr.; F. Hudson, traf. mgr. **Det. Rep.**—J. H. Rogers, Lansing, Mich. **Adv. Agcy.** — Mervin & Jesse Levine, 461 8th ave., New York, N. Y. H. Levine, acct. exec.

**CROWN STEEL PRODUCTS CO.,** 1330 N. Main, Orrville, O. Utility bodies, aerial ladders, sheet metal stamping and assemblies. Julius Fejes, pres., gen. mgr.; Robert C. Seiwert, vice-pres.; sales mgr.; Harold C. Kropf, secy.; John C. Halloran, treas.; E. H. Rudd, chf. engr.; Darrell Sommers, pur. agt. R. E. Horn, prod. control mgr. **Det. Rep.**—L. E. Weller, 8100 E. Jefferson ave.

**CRUMP CO., INC., B. T.,** 1310-34 East Franklin st., Richmond 13, Va. Automotive supplies and equipment, seat covers. P. A. Seaton sr., chmn. of bd.; R. H. C. Seaton, pres.; W. B. Wiltshire jr. secy.-treas.; P. T. Bergheimer, sales mgr. and pur. agt., automotive div.

**CRYSTAL MOTOR OIL CO.,** 5334 W. 65th st., Chicago 38, Ill. Motor oils and motor oil additives. A. E. Carlin, pres.; J. F. Busch, vice-pres.; M. Engesser, secy.; R. Mueller, works mgr.; E. S. Jensen, sales mgr. **Adv. Agcy.** — H. C. Boggs Co., River Forest, Ill.

**CRYSTAL RESEARCH LABORATORIES, INC.,** 29 Allyn, Hartford 4, Conn. Water demineralizing device for use with storage batteries, replacement filters. S. I. Ward, pres.; Roger W. McCormack, vice-pres.; Frances Andrews, secy.-treas.

**CULVER-STEARNS MFG. CO.,** 181 Greenwood st., Worcester 7, Mass. Electrical equipment—switches, sockets and plugs. J. C. Stearns, pres.; P. V. Champlin, supt.; W. J. Hopp, vice-pres., sales; Richard T. Strozina, gen. mgr. **Det. Rep.**—W. J. Hopp, 324 Stephenson bldg.

**CUMMINS ENGINE CO., INC.,** 5th and Union, Columbus, Ind. Diesel engines. R. E. Huthsteiner, pres.; C. R. Boll, vice-pres. of sales; E. D. Tull, exec. vice-pres., W. M. Harrison, vice-pres., secy., treas.; D. J. Cummins, vice-pres. of engr.; R. B. Stoner, vice-pres. operations; R. W. Franck, mgr. sales dev.; C. E. Martin, gen. serv. mgr.; J. C. Miller, exec. engr.; R. W. McNealy, gen. pur. agt.; R. D. Hicks, mgr. of parts sales; R. J. Noblitt, traffic mgr. **Det. Rep.**—Cummins Diesel Michigan, Inc., 3760 Wyoming, Dearborn, Mich. **Adv. Agcy.**—Needham, Louis and Brorby, Inc., Chicago 1, Ill. R. P. Branch, acct. exec.

**CUNO ENGINEERING CORP.,** 80 S. Vine st., Meriden, Conn. Cigaret lighters, filters. Roy Scott, exec. vice-pres.; Carlton H. Winslow, vice-pres. mktg.; J. R. Ledwith, mgr. automotive sales. **Det. Rep.**—J. D. Chamberlin, 5-119 General Motors bldg.

**CURRAN CORP., THE,** South Canal st., Lawrence, Mass. Carburetor cleaner and decarbonizer, concentrate degreaser, compound G.P. (general purpose), self-emulsifying and self-scouring solvents. C. G. Keene jr., pres.; N. J. Curran, vice-pres., treas.

**CURTIS MANUFACTURING CO., Pneumatic Division,** 1905 Kilenlen ave., St. Louis 20, Mo. Air compressors, auto lifts, power car washers. H. C. Schott, pres., chmn. of board; E. J. Steger, J. D. Lodwick, vice-pres., chge. of sales; M. E. Dank, secy.-treas.; Herb Armstrong, works mgr.; Malcolm Bennett, asst. sales mgr.; Andrew M. Bono, adv. mgr.; W. C. D. Sarles, chief engr.; Tim Levene, pur. agt.; Lee Meyer, traf. mgr. **Adv. Agcy.**—Lynch-Hart-Stockton, St. Louis, Mo. Richard Lynch, acct. exec.

**CUSHMAN CHUCK CO.,** 806 Windsor st., Hartford 2, Conn. Lathe chucks, collet chucks. Harry E. Sloan jr., pres.; E. L. Field, treas.; W. C. Gaw, vice-pres. sales; Alban J. Collette, supt.; E. T. Lally, traf. mgr.; Ray Donahue, pur. agt.; John Cunningham, pub. rel. mgr. **Det. Rep.**—John C. Lynch. **Adv. Agcy.**—E. W. Robotham & Co., 24 Lewis st., Hartford, Conn. William Robotham, acct. exec.

**CUSTOMER-BUILDERS SYSTEMS,** 1820 Ridge ave., Evanston, Ill. Merchandising programs for increasing new and used-car sales, and service sales. Bernard D. Verin, pres.; M. F. Kennedy, treas.; **Adv. Agcy.**—Gordon & Hempstead Co., 810 N. Michigan ave., Chicago 11, Ill. Marvin Gordon, acct. exec.

**CUSTOMER CONTROL, INC.,** Long Island City 1, N. Y. Owner follow-up plan, direct mail advertising programs, personal letter campaigns, market analysis and research. Victor Contessa, pres.; Joseph A. Ruffalo, vice-pres.; P. A. Fountain, sales mgr.

**CYCLEWELD DIV., Chrysler Corp.,** 5437 W. Jefferson, Trenton, Mich. Adhesives, sealers, rust preventives, drawing compounds, cutting oils, lubricants. C. H. Smith, gen. mgr.; K. M. Hayes, wks. mgr.; R. Weidner, factory mgr.; Cord Lipe, sales mgr.

## D

**D & M TRUCK TOP CO.,** 12156 Petoskey, Detroit 4, Mich. Under car covers, covered wagon top for pickups and stakes, tops for fork lift trucks and bulldozers. Albert H. Dworkin, pres.

(Continued)

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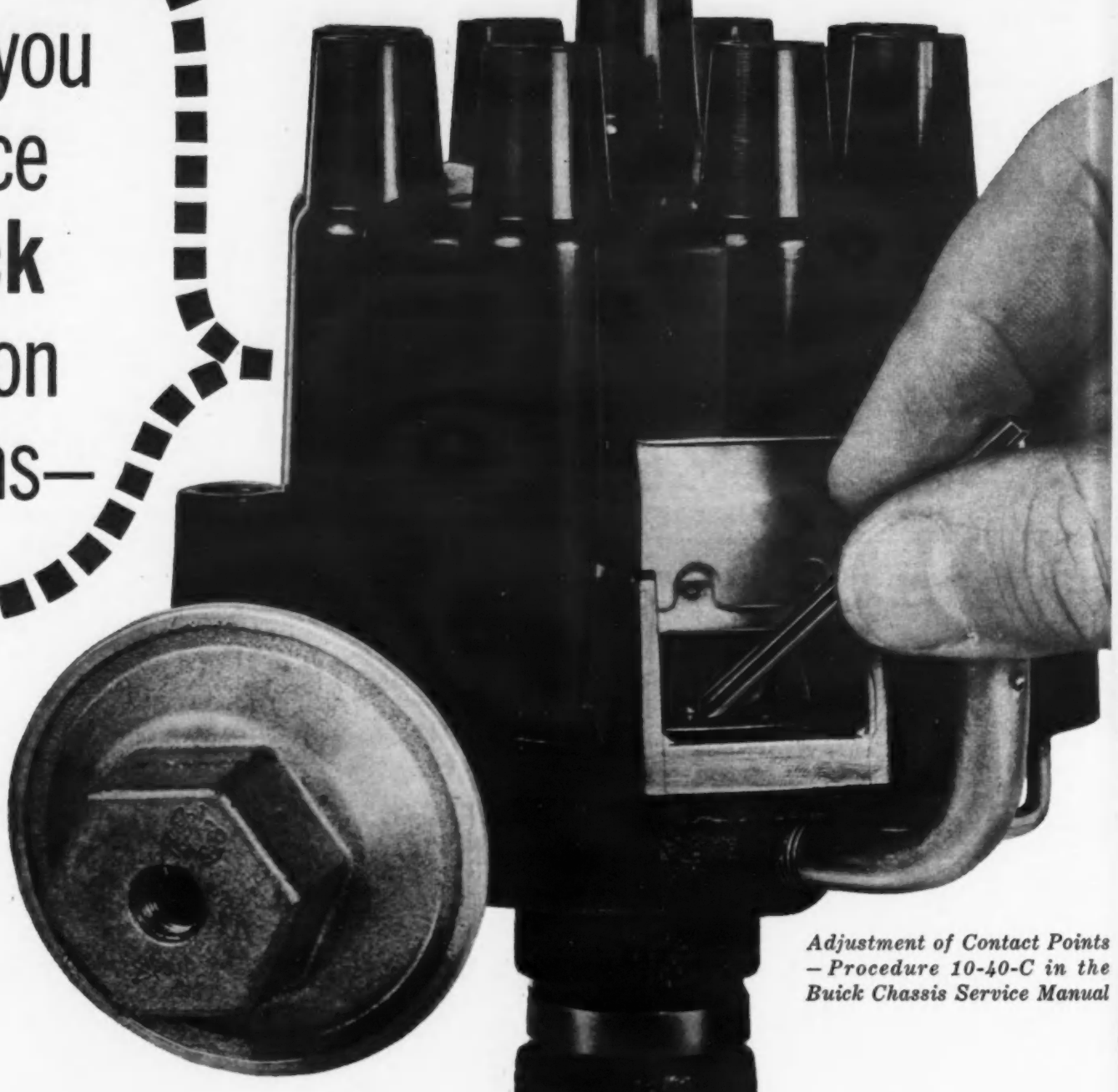

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# Who's Who in the Auto Industry

(Continued)

**D. S. M. ELECTRIC CO.,** 6209 Hamilton ave., Detroit 2, Mich. Automotive electrical parts, ignition coils, condensers, voltage reducers, dual ignition. M. M. Moats, pres., gen. mgr.; B. A. Moats, vice-pres.; J. D. Ward, secy.; W. Palmer Lanagan, chief engr.; Ray R. Buckman, pur. agt.; Norman Burgess, traf. mgr.

**D-X SUNRAY OIL CO.,** Box 381, Tulsa, Okla. D-X and Diamond motor oils, D-X Boron motor fuel, D-X lubricating gasolines, greases and industrial oils. R. W. McDowell, pres.; T. E. Fitzgerald, exec. vice-pres. mktg.; S. D. Breitweiser, vice-pres., mktg.; Glenn E. Wynn, exec. vice-pres., mfg.; R. Paul Henry, exec. vice-pres. chge. of fin.; D. C. Wixson, vice-pres., retail sales; N. B. Ingram, gen. mgr. retail sales; C. F. Niessen, adv. and sales prom. mgr.; J. W. Basore, mgr. Branded lubr. sales; Floyd L. Miles, gen. mgr. wholesale mkt. **Adv. Agcy.**—Potts-Woodbury, Inc., Kansas City, Mo. J. B. Woodbury, acct. exec.

**DAHLSTROM METALLIC DOOR CO.,** 420 Buffalo st., Jamestown, N. Y. Metal fabrications including mouldings, pressed shapes, stampings, cabinets, product cases and special metal products. Paul N. Anderson, pres., gen. mgr.; Carl T. Bergstrom, vice-pres.; J. Gustaf Sundin, secy.-treas.; Elmer V. Lindstrom, vice-pres.; Kermit G. Nelson, adv. mgr.; Carl Thierfeldt, chief engr., special products div. **Det. Rep.**—Malcolm V. Otis, 1240 Buhl bldg., Detroit 26.

**DAKE CORP.,** 724 Robbins rd., Grand Haven, Mich. Arbor and hydraulic presses, steam and air motors, marine and contractors' equipment. A. E. Jacobson, pres.; Paul A. Johnson jr., vice-pres.; C. N. Jacobson, secy.-treas.; A. F. Green, gen. mgr.; T. Koetsier, pur.; Harold Poort, chf. engr. **Det. Rep.**—Hazerodt Associates, 903 S. Woodward, Royal Oak, Mich. **Adv. Agcy.**—Fensholt Advertising Agency, 360 N. Michigan ave., Chicago. H. H. Rich, acct. exec.

**DALWELD CO., INC.,** 15 Bertel Ave., Mt. Vernon, N. Y. Brazing alloys, flux, welding rods, electrode holders, silver solder. Jerry Robinson, pres.; Ed Cole, gen. mgr. **Adv. Agcy.**—Roth Associates, 1410 Nelson, New York, N. Y. Myron N. Roth, acct. exec.

**DAMAR PRODUCTS, INC.,** 833 Newark ave., Elizabeth, N. J. Auto wardrobe rack. David W. Margulies, pres.; I. G. Margulies, treas.; Merwin Caine, sales mgr., adv. mgr.

**DANA CORP.,** 4100 Bennett rd., Toledo 1, O. Universal joints, transmissions, axles, torque converters, clutches, propeller shafts, power take-offs, power take-off joints, railroad generator drives, frames, welded tubing, forgings, stampings. C. A. Dana, chmn. of bd.; J. E. Martin, pres.; L. L. Melick, vice-pres., secy.; W. J. Hoshal, treas., asst. secy.; D. D. Robertson, vice-pres. sales; C. Dybvig, sales mgr.; J. R. Miller, vice-pres. mfg.; W. L. Stone, transmission and torque converter sales mgr.; W. H. Schomburg jr., universal joint and clutch sales mgr.; W. V. Thelander, clutch and farm equip. sales mgr.; Neil A. Moore, gen. mgr. standard equip. div.; Earl M. Douglas, vice-pres.; R. R. Burkhalter, exec. engr.; Frank J. Voss, dir. pub. rel. and adv. **Adv. Agcy.**—The Allman Co., Free Press bldg., Detroit, Mich.

**DAUBERT CHEMICAL CO.,** 333 N. Michigan ave., Chicago 1, Ill. Underbody coatings, sound deadeners, insulation compounds, rust preventive compounds, volatile corrosion inhibitor treated packaging materials, adhesives and sealers, synthetic coolants. L. S. Mann, gen. sales mgr.; W. A. Spencer, sales mgr. ind. div.; E. B. Jared, sales mgr. adhesives and sealants div.; R. G. Clendenin, adv. sales prom.; J. W. Taylor, dir. of pur.

**DAVIDSON RUBBER CO.,** 50 Brighton st., Charlestown (Boston) 29, Mass. Gaskets, grommets, arm rests, weatherstrips, bumpers, mounts, strips, sponge sheets, etc. V. P. Dee, pres.; B. G. Hood, vice-pres. and tech. dir.; A. A. Marschat, vice-pres. in chge. of mfg.; T. E. Johnson, vice-pres. in chge. of sales; E. Paul Casey, vice-pres., gen. mgr.; James Stack, pur. agt.; A. F. Burlick, traf. mgr. **Det. Rep.**—T. E. Johnson, 3005 Puritan ave., Detroit 38.

**DAVIS AIRCRAFT PRODUCTS, INC.,** 1191-95 Spofford ave., New York 59, N. Y. Automobile seat belts, Davis LocPins. Frank L. Davis, pres.; R. L. Davis, vice-pres.; Carl A. Johnson, gen. mgr.; S. J. Verderame, sales co-ord.; C. A. Baresch, sales mgr.; Nori Higuchi, chf. engr.

**DAVIS, AL, RADIO, INC.,** 5037 W. Pico blvd., Los Angeles 19, Calif. Car radio antenna systems, custom front plates for imported car radios. Ross Alan Davis, pres., chief engr.; Irene Davis, secy., treas.; Edward C. Hagle, gen. mgr.; Wm. S. Eschbach, sales mgr.; Herman Lecea, serv. mgr.; Edward Peters, parts and access. mgr.

**DAYBROOK HYDRAULIC DIV., Young Spring & Wire Corp.,** 500 Lehman ave., Bowling Green, O. Hydraulic elevating end gates, hydraulic hoists, steel dump bodies, hydraulic truck crane, hydraulic compaction-type refuse and garbage bodies. T. W. Helwig, gen. mgr.; J. F. McKiernan, sales mgr.; R. R. McCreary, sales prom. mgr.; Dale Fox, works mgr.; E. Y. Roberts, chief engr.; R. W. Wittenmyer, pur. agt.

**DAYTON MALLEABLE IRON CO.,** P. O. Box 980, Dayton 1, O. Malleable, pearlitic malleable and grey iron castings; sand cast and permanent mold aluminum castings, aluminum die castings. Anthony Haswell, pres.; F. O. Parker, vice-pres. sales. R. C. Hayward, secy. and treas.

**DAYTON RUBBER CO.,** 2342 Riverview ave., Dayton, O. Tires and tubes, automotive belts, foam rubber, hose. A. L. Freedlander, chmn. of bd.; C. M. Christie, pres.; I. Eisbrouch, vice-pres. tire sales; L. C. Strobeck, vice-pres. mechanical sales; W. G. Pickrel, secy.; L. V. Baker, treas.; H. S. Mooradian, vice-pres. mfg.; J. Rockoff, vice-pres. in chge. development; L. J. Keyes, dir. of pur.; Grant Marks, traf. mgr.; J. D. Hershey, dir. pub. rel. **Det. Rep.**—F. C. Murray, 656 637 New Center bldg. Detroit 2; Tires and mech. rubber products, The Allman Co., Detroit; Foam rubber, Norman D. Waters & Assoc., New York City.

**DAYTON STEEL FOUNDRY CO.,** 1366 Miami Chapel rd. (P. O. Box 1022), Dayton, O. Cast metal wheels, cast iron brake drums, fifth wheel couplers, landing gear trailer supports, misc. carbon steel castings. George Walther sr., pres.; George Walther jr., gen. mgr.; William Walther, vice-pres.; John Walther, plant mgr.; J. A. Graham, secy., pur. agt.; N. R. Burger, acting treas.; Daniel Walther, chf. engr.; H. G. Melia, ind. engr.; R. E. Walther, pub. rel. mgr. **Adv. Agcy.**—Hugo Wagenseil & Associates, Dayton, O.

**DAYTON WHEEL PRODUCTS, INC.,** 300 S. Monroe st., Xenia, O. Wire wheels for passenger and sports cars, center locking knock-off type. Harold Rogge, pres.; Ben Parsons, vice-pres. of engrg.; Robert Rogge, prod. mgr. **Det Office**—8800 Grinnell ave.

**DEALER SERVICE CO., INC.,** 704 Penn st., Hollidaysburg, Pa. Custom made guaranty program, customer service history program. H. W. Bauer, pres.; K. B. Bauer, secy.-treas.

**DEALERS SUPPLY CO.,** 21820 Wyoming, Oak Park 37, Mich. Sales promotion agency, creating items for sale to automobile dealers under factory supervision, such as new car announcements, sales campaigns, parts and service promotions. Walter Myers, pres.

**DeBOER & ASSOCIATES, P. O.,** Box 13, Lake Worth, Fla. Americoach school and transit buses, cabs for mobile crane carriers, mfgrs. of solenoids for sanders and etc. H. O. DeBoer, owner; **Adv. Agcy.** — States Display Advertising, E. E. Hurst, pres., Bloomington, Ill.

**DeKALB COMMERCIAL BODY CORP.,** 229 W. Garden st., DeKalb, Ill. Delivery units, van bodies, stake bodies, refrigerated bodies. E. E. Miller, pres., treas.; P. J. Nugent, vice-pres.; J. T. Modloff, vice-pres., prod. mgr.; M. T. Miller, secy.; F. B. Terwilliger, asst. secy., asst. treas.; B. J. Sayers, gen. sales mgr.; R. G. Knoll, E. D. Hunt, dist. sales mgrs.; L. T. Wilkins, pur. agt. **Adv. Agcy.**—Connor Associates, Aurora, Ill.

**DELBAR PRODUCTS, INC.,** 7th & Spruce, Perkasie, Pa. Truck mirrors. L. Eric Jones, pres., sales mgr.; Raymond R. Brunner, vice-pres.; J. A. Crouthamel, treas.

**DELCO APPLIANCE DIV., General Motors Corp.,** 391 Lyell ave., Rochester 1, N. Y. Automotive heater, defroster, air conditioning and antenna lift motors, window lifts, seat actuators, electric windshield wipers, fractional h.p. electric motors, permanent magnet motors and clutch assemblies for automotic pilots. Paul H. Rutherford, gen. mgr.; Carl L. Balbach, wks. mgr.; J. T. Harris, equip. sales mgr.; H. M. Caulkins, adv. and sales prom. mgr.; Richard T. Reddington, serv. mgr.; V. H. Hardy, chief engr.; Phillip McNellis, pur. agt.; William P. Blackmon, pub. rel. mgr. **Adv. Agcy.**—Ed Wolff and Associates, Rochester, N. Y. Earl Holdren, acct. exec.

**DELCO PRODUCTS DIV., General Motors Corp.,** 329 E. 1st st., Dayton 1, O. Shock absorbers and air suspension components. V. P. Blair, gen. mgr.; J. A. McNamara, div. compt.; B. T. Olson, plants mgr.; F. G. Carpenter, gen. sales mgr.; R. W. Scott, asst. gen. sales mgr.; K. E. Leighty, P. H. Irelan, adv. mgrs.; M. T. Funkhouser, chief engr.; F. J. O'Donnell, pur. agt.; D. L. Temple, dir. pub. rel. and ind. rel. **Det. Mgr.**—S. W. Blanton, Delco Products Div., 8-257 General Motors bldg., Detroit 2. **Chi. Mgr.**—J. F. Howe, Delco Products Div., 3430 W. Division st., Chicago 3. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. R. L. Chope, acct. exec.

**DELCO RADIO DIV., General Motors Corp.,** Kokomo, Ind. Radios, electronic devices and power transistors. B. W. Cooper, gen. mgr.; D. S. Allsop, mfg. mgr.; R. L. Showalter (compt.) treas.; H. M. Stelzl, dir.-sales and engr.; D. A. Sandberg, sales mgr.; A. N. Jonsson, serv. mgr.; B. A. Schwarz, tech. asst. to gen. mgr.; R. Hill jr., pur. agt.; R. O. Bassett, pur. and prod. control mgr.; Walter M. Wilson, pers. dir.; H. W. Welling, pub. rel. dir. **Det. Rep.**—H. E. Holliday, 57 E. Harper ave., Detroit 2. **Adv. Agcy.** — Campbell-Ewald, Detroit, Mich. Craig Miller, acct. exec.

**DELCO-REMY DIV., General Motors Corp.,** 2401 Columbus ave., Anderson, Ind. Automotive generators, regulators, cranking motors, ignition coils, ignition distributors, storage batteries, horns, Boden wire controls, various directional signal and control switches for passenger cars, trucks, buses, farm and garden tractors, outboard motors, marine craft, and diesel-powered equipment. Fully waterproofed electrical components for U. S. Ordinance trucks and tanks. D. L. Boyes, gen. mgr.; H. G. Riggs, wks. mgr.; R. L. Kessler, mfg. mgr.; C. F. Hardy, dir. of pub. rel.; C. H. Toedtmann, dir. of pur. and prod. control; P. E. Bardsley, sales mgr.; H. L. Hartzell, chief engr.; F. E. Boze, mgr. prod. control; J. H. Bolles, dir. sales and engrg.; W. C. Cotton, compt.; Ray Gilpin, chief inspector; B. L. Stewart, per. dir.; J. S. Garlic, mfg. mgr. battery operns. **Det. Rep.**—8-217 General Motors bldg. **Adv. Agcy.**—Campbell-Ewald Co., Detroit.

**DEL-KROME CORP.,** 44 West st., Walton, N. Y. Wheel covers, stainless steel auto window ventilating and trim device, wheel trim device, door edge guards, stainless steel window moulding protective and trim device. Herbert Buerger, pres., gen. and sales mgr.; Walter L. Terry, vice-pres.; Lorrainne Buerger, secy.; Albert Volada, works mgr.; James R. Phillips, asst. sales and adv. mgr.; Maurice Bartlett, serv., parts and access. mgr.; Maurice Emerson, pur. agt.; George Pine, pub. rel. mgr. **Det. Rep.**—D. M. Nelson, 1410 Fisher bldg.

**DELMAN CO.,** Cookeville, Tenn. Windshield washers and special automotive parts for automobile manufacturers. Chuck Bachrach, gen. mgr.; W. G. Kilpatrick, plant mgr. **Det. Rep.** — The Delman Co., 128 Kercheval, Grosse Pointe 36. **Pub. Rel. Counsel,** The Hopkins Agency, Detroit.

**DELTA CHEMICAL CO.,** 2885 Warford Place, Memphis, Tenn. Manufacturers of liquid or paste automotive cleaner and steamcleaning compounds, powdered or liquid car wash, carburetor cleaner, concrete cleaner, paint strippers, motor cleaners, tire renewer, bug remover and upholstery cleaner. Harry Cooper, sales mgr.; Leo Schneider, asst. sales mgr.; Alex Handleman, pur. agt. **Adv. Agcy.**—Simon & Gwynn, Memphis, Tenn.

**DELUXE PRODUCTS CORP.,** 1201 Michigan blvd., Racine, Wis. Oil filters and replacement elements. R. I. Hahn, pres.; R. K. Roland, vice-pres., gen. sales mgr.; C. N. Bentley, H. H. Parker, vice-pres.; G. H. Yelinek, chf. engr.; O. M. Hoyt, mktg. mgr.; P. C. Newlin, treas.; J. H. Zook, pur. agt. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill. B. F. Stevens, acct. exec.

**DENISON ENGINEERING DIV., American Brake Shoe Co.,** 1160 Dublin rd., Columbus 16, O. Hydraulic presses, pumps, valves and fluid motors, special hydraulic equipment. W. C. Denison, pres.; P. W. Norris, vice-pres., gen. mgr.; F. C. Norris, C. A. Hughes, V. V. Blasutta, E. L. Fouse, G. W. Denison, vice-presidents; Denison Neale, dir. sales; R. H. Krepps, sales mgr.; R. C. Clouse, adv. mgr.; J. F. Booton, serv. mgr.; L. E. Bonnette, chf. engr.; G. T. Hays, pur. agt. Office—912 S. Woodward ave., Birmingham. **Adv. Agcy.** — Griswold-Eshelman Co., Cleveland 13, O.

**DeSOTO DIV., CHRYSLER CORP.,** 600 Wyoming ave., Detroit 31, Mich. Passenger cars. L. I. Woolson, pres. and dir.; J. H. Wagstaff, vice-pres.; F. L. Bird, opr. mgr.; A. E. Kimberly, chf. engr.; F. C. Martin, compt.; J. R. Coughlin, orgn. and product planning mgr.; S. Petok, Public Relations Director; D. W. Matzen, pur. agt.; C. V. Miller, personnel dir.; P. Herpolsheimer jr., executive assistant to vice-pres.; J. L. Wichert, dir. of adv. and sales prom.; E. W. Brown, dir. of distr.; R. W. Utley, dir. of serv.; C. R. Lautz, factory mgr.; R. S. Randall, production control mgr.; W. B. Shimer, chief industrial engineer; J. N. Straky, plant engr.; J. W. MacQueen, quality control mgr.

**DETREX CHEMICAL INDUSTRIES, INC.,** 14331 Woodrow Wilson. Mail: Box 501, Detroit 32, Mich. Degreasers, ultra sonic cleaning, washers and processing equipment; solvents, cleaning compounds, dry cleaning machines; phosphate coating processes for rust proofing, paint bond and extrusion. R. A. Emmett sr., chmn. of bd.; A. O. Thalacker, pres.; C. F. Dinley sr., vice-pres., research; T. K. Haven, vice-pres.; W. F. Newberry, vice-pres., dir. of sales; H. R. Norgren, vice-pres., sales mgr. dry cleaning div.; W. McCracken, tech. dir.; E. W. Allison, secy.-treas.; R. A. Emmett jr., vice-pres.; R. Johnson, factory supt.; L. Camel, sales mgr. Alkali-phosphate products; D. E. Willard, sales mgr. solvents; T. J. Kearney, asst. mgr. ind. equip. and chf. engr.; A. W. Stoddard, dir. of pub. rel. and adv.; G. W. Walter, dir. tech. pubs.; H. Tweedy, serv. mgr.; W. I. Teho, chf. engr. of prod. dev.; W. G. Smith, pur. agt.; L. Straley, traf. mgr. **Det. Rep.**—J. P. Emmett, P. O. Box 501, Detroit 32. **Adv. Agcy.**—Gray & Kilgore, Inc., Detroit. R. Kilgore, acct. exec. Dry Cleaning div.; Howell & Young, Royal Oak. J. S. Howell, acct. exec. (ind. div.)

**DETROIT ALUMINUM & BRASS CORP.,** 3975 Christopher, Detroit 11, Mich. Friction type bearings, connecting rod and crankshaft bearings. Samuel Frank, chmn. of bd.; Lloyd G. Hooker, vice-chmn. of bd.; Jerome J. Frank, pres.; W. E. O'Reilly, vice-pres.; William Cofell, vice-pres., secy.; Harold L. Frank, vice-pres., treas., advertising mgr., dir. of pur.; Kaye Frank, vice-pres., asst. treas.; Melvin Kolbert, vice-pres., asst. secy.; Randolph L. Strickland, research engr.

**DETROIT AUTOMOTIVE PRODUCTS CORP.,** 8701 Grinnell ave., Detroit 13, Mich. Thornton four-rear-wheel drives, NoSPIN Differentials, Super load-booster third axles (pusher type), truck equipment. J. J. Krauss, pres.; Albert F. Myers, vice-pres., engrg.; Irving Hagglund, vice-pres., sales; Walter A. Kleinert, secy.; P. W. Churchman, treas.; R. Dickson, asst. to pres.; A. Hesla, plant supt. **Adv. Agcy.**—Dudgeon, Taylor and Bruske. Harry Detterich, acct. exec.

**DETROIT BEVEL GEAR CO., Div. of Napco Industries, Inc.,** 8130 Joseph Campau, Detroit 11, Mich. Automotive and industrial gears, splined shafts, axles, flywheel ring gears, universal joints, propeller shafts and components. M. E. Rappaport, pres.; Fred Rappaport, exec. vice-pres.; Roy W. Wilson, vice-pres. dir. sales; Robert R. McGookey, pur. agt.; R. A. Gutzeit, contr.

**DETROIT DIESEL ENGINE DIV., General Motors Corp.,** 13400 W. Outer dr., Detroit 28, Mich. Series 51, 71 and 110 General Motors 2-cycle diesel engines for marine, industrial and transportation applications, 30 to 893 h.p. C. W. Truxell, gen. mgr.; C. W. Frederick, dir. engrg.; R. E. Hunter, gen. sls. mgr.; G. K. Kelly, works mgr.; J. E. McKenna, prod. mgr.; Edward H. Bick, merchg. mgr.; T. L. Guarniere, sales prom. mgr.; L. H. Wells, sales engr. mgr.; D. J. Clymer, adv. mgr.; J. C. Campbell, mgr. of reg. Detroit Dist.—Penninsular Diesel, Inc. **Adv. Agcy.**—Kudner Agency, New York, N. Y. and Detroit. Frank O'Neil, acct. exec.

**DETROIT GASKET & MFG. CO.** — 12640 Burt rd., Detroit 23, Mich. Gaskets, auto body trim supplies, brass rods, aluminum tubing, extruded shapes of aluminum and aluminum alloys. Lloyd H. Diehl, pres. and gen. mgr.; John L. Barrett, vice-pres., dir.—metals div.; Russell A. Blanchard, vice-pres., operations—metals div.; Lloyd H. Diehl jr., vice-pres., operations—auto. div.; John J. Hartnett, vice-pres., sales, adv. and prom.—auto. div.; Walter E. Ritter, vice-pres.; Charles H. Strauss, dir. of pur. **Adv. Agcy.**—Castle-Werner, Inc., Detroit, Mich.

**DETROIT HARVESTER CO.,** 2750 Guardian bldg., Detroit 26, Mich. Window regulators, channels, automotive and appliance hardware, hydraulic seat and top controls, convertible top frame assemblies, power take-offs, farm mowers, hay rakes, misc. machine parts, hydraulic pumps, machinery circulating pumps, power lawn mowers, spray booths, ovens, washers, dust collectors, aluminum castings. H. L. Pierson, chmn. of bd.; J. T. Smith, pres.; M. Lamcnt, secy.-treas.; J. J. Schofield, vice-pres., contr.; J. J. Brooks, vice-pres. and gen. mgr. of implement div., Zanesville, O. J. Lindsay, pur. agt., implement div.; R. Hohman, vice-pres. and gen. mgr., automotive divisions; F. Huntington, mgr. Dura div., Toledo, O.; R. Bremer, pur. agt. Dura div.; L. E. Struble, mgr. of Motor State Products div., Ypsilanti, Mich.; L. Spiess, pur. agt., Motor State Products div.; J. J. Bryan, mgr., Paris Products div., Paris, Ky.; Wm. Frost, pur. agt., Paris Products div.; A. Greene, vice-pres. and gen. mgr., Moto-Mower div., Richmond, Ind.; R. Stevens, pur. agt., Moto-Mower div.; R. Stupp, gen. mgr., Peters-Dalton div., Detroit, Mich. C. W. Blake, mgr., Paragon Aluminum Corp., subsidiary, Monroe, Mich. K. Sward, mgr.; R. Bennett, pur. agt., Danville Products Co., Inc., subsidiary, Danville, Ill.

**DETROIT HOIST & MACHINE CO.,** 8233 Morrow st., Detroit 11, Mich. Cranes, traveling; hoists, electric and air; tractors, monorail and turntable. A. S. Watson, pres.; George B. Martin, R. W. Fleming, vice-pres.; T. R. Fleming, vice-pres., treas.; B. A. Hinman, secy.; V. A. Fulton, sales engr.; J. S. Kolasa, pur. agt. **Adv. Agcy.**—S. E. Schneider, Detroit, Mich.

**DETROIT MASTER PROD. CO.,** 16450 Woodward, Detroit 3. Automotive body hardware. B. L. Dizik, pres.; Louis B. Dizik, vice-pres.; W. D. Karol, secy.; F. P. Kirby, treas.

**DETROIT MOLDED PLASTIC CORP.,** 6209 Hamilton ave., Detroit 2, Mich. Custom molder of auto parts. M. M. Moats, pres., gen. mgr.; B. A. Moats, vice-pres.; J. D. Ward, secy.; George Stevens, wks. mgr.; Ray R. Buckman, pur. agt.

**DETROIT STAMPING CO.,** 350 Midland ave., Detroit 3, Mich. Medium heavy and smaller stampings, multi slide production, coined parts, pressed metal assemblies, toggle clamps, arbor spacers, packaged shim and feeler stock, washers and gear blanks. Glendon H. Roberts, pres., treas. and gen. mgr.; William H. Roberts, vice-pres., secy. and mgr. (finished products div.); Dominic J. Damm, factory mgr.; Harry C. Robeson, sales mgr. (stampings div.); Frank W. Trippensee, asst. treas. and compt. **Adv. Agcy.** — Dudgeon, Taylor and Bruske, Detroit, Mich.

**DETROIT STEEL PRODUCTS DIV. OF FENESTRA INC.,** 1500 Trombly ave., Detroit 11, Mich. Leaf springs for trucks, passenger cars, trailers, buses, steel and aluminum windows, doors, building panels, garage doors, enameled building panels. H. D. Palmer, pres.; D. S. Burnett, vice-pres.; J. L. Searle, mgr. engr. services; R. A. Brandan, sales services mgr.; W. A. Gurzick, mfg. mgr. **Adv. Agcy.**—Karl G. Behr Advt. Agcy., Detroit, Mich. John C. Mathis, acct. exec.

**DETROIT TRANSMISSION DIV. OF GENERAL MOTORS,** Ypsilanti, Mich. Hydramatic transmissions for passenger cars, trucks and military vehicles. O. William Habel, gen. mgr.; F. James McDonald, works mgr.; Walter B. Herndon, dir. of sales and engrg; Clarence A. Smith, sales mgr.; Jack R. Doidge, chief engr.; Charles F. Brundle, mfg. mgr.; Herbert G. Ashbaugh, comptr.; Bernard W. Baldwin, per. dir.

**DETROIT UNIVERSAL DIV., CHRYSLER CORP.,** 6455 Kingsley ave., Dearborn, Mich. Universal joints and propeller shafts for the automotive trade. A. M. Swigert, plant mgr.; Leo Fowler, mfg. mgr.; R. C. Jones, pur. buyer; **Sales Mgr.**—C. D. Warnick.

**DE VILBISS CO.,** 300 Phillips ave., Toledo 1, O. Air compressors, spray guns, spray painting systems, spray booths, rubber hose (for air, water, solvents and paint), exhaust systems, flocking equipment. Howard DeVilbiss, pres.; H. M. Kidd, vice-pres., chge. of sales; J. M. Robinson, exec. vice-pres.; W. A. Deiger, vice-pres., chge. of mfg.; D. J. Peeps, vice-pres., chge. of engrg.; E. J. Etzel, vice-pres. pur.; E. F. Frey, mgr. of indus. sales; D. V. Perry, mgr. of jobber sales; H. A. Lange, mgr. of adv. and sales prom. **Det. Rep.**—H. C. Cunningham, 111 Oakman blvd., Detroit 3. **Adv. Agcy.** — Brooke, Smith, French & Dorrance, Inc., 8469 E. Jefferson, Detroit 14, Mich. D. C. Longyear, acct. exec.

**DEWEY AND ALMY CHEMICAL CO., Div. of W. R. Grace & Co.,** 62 Whittemore ave., Cambridge 40, Mass. Darex "Flowed-in" gaskets. George W. Blackwood, pres.; William E. Taggart jr., exec. vice-pres.; Dunbar L. Shanklin, vice-pres. chge. container and chemical spec. div.; Rodney M. Vining, treas.; Edward L. Mears, gen. mgr. cont. and chem. spec. div.; Paul Y. Clinton, mfg. mgr. cont. and chem. spec. div.; Carroll F. White, sales mgr., cont. prod. dept. (inc. ind. gasketing); Robert A. Clabault, asst. sales, cont. prod. dept.; John Fusek, adv. mgr.; Philip C. Welsh, asst.; Fisher Hills, chf. engr.; Austin B. Secor, pur. agt.; W. R. Cupit, traf. mgr.; Robert J. Gray, pub. rel. mgr. **Adv. Agcy.** — Kelly-Nason, Inc., New York, N. Y. Frank Huepper, acct. exec.

**DIAMOND CHAIN CO., INC.,** 550 Kentucky ave., Indianapolis 7, Ind. Roller type camshaft timing and accessory drive, and power take-off drive chains and their sprockets for high speed automotive, truck, coach, industrial and marine, gasoline and diesel engines. Also roller chain type flexible couplings and industrial roller chains. G. E. Schloot, pres., gen. mgr.; H. N. Cottingham, vice-pres.; D. R. Hodges, secy.-treas.; B. K. Soliars, works mgr.; A. S. Basten, sales mgr.; R. A. Schakel, mgr. of sales engrg., parts and acces. mgr.; J. E. Cooper, asst. sales; H. L. Martin, adv., sales prom. and pub. rel. mgr.; R. E. Kessler, asst.; P. C. Merchant, serv. mgr.; W. V. Covert, chief engr.; E. W. Allen, pur. agt.; C. Willoughby, traf. mgr. **Adv. Agcy.**—Kirkgasser-Drew, Chicago, Ill. George J. Kirkgasser, acct. exec.

**DIAMOND T. MOTOR CAR CO.,** 4401 W. 26th st., Chicago, Ill. Motor trucks. E. J. Bush, chmn. of bd. of dir.; Z. C. R. Hansen, pres.; R. C. Wallace, W. J. Hall, T. J. Carmody, W. S. Baldwin, T. J. Lopatka, M. Egeland, vice-presidents; L. O. DeCardy, secy.-treas.; J. L. Krickl, asst. to pres.; J. L. Teach, eastern sales mgr.; W. F. Sternberg, western reg. mgr.; R. J. Bird, per. dir. **Adv. Agcy.**—Roche, Rickerd & Cleary, Inc., Chicago, Ill. Robert Stracke, acct. exec.

**DIBBLE COLOR CO.,** 1497 E. Grand blvd., Detroit 11, Mich. Paint, lacquer, synthetic enamel, lacquer thinner, chassis black. J. F. Maycock, pres., gen. and sales mgr.; R. W. Lindsay, vice-pres.; E. A. Dreves, secy.; B. P. Schmitt, works mgr. and pur. agt.

**DIETZ CO., R. E.,** 225 Wilkinson st., Syracuse 1, N. Y. Road, fog and tractor lights; clearance and marker lights; direction signals; dome lights; flares and flare kits; headlights; mirrors and mirror heads, stop and tail lights, parking lights; spotlights. John S. Dietz, sales mgr.; George L. Petrie, pur. agt. **Adv. Agcy.**—Barlow Advertising Agency, 742 James st., Syracuse 1, N. Y.

**DILL MANUFACTURING CO.,** 700 East 82nd st., Cleveland 3, O. Tire valves, valve parts, associated items, electric tube repair vulcanizer and patches, chemical vulcanizing patches. A. P. Williamson, pres., treas.; E. F. Tobold, vice-pres.; B. S. Byall, secy., sales mgr.; C. A. Schlieker, supt.; F. D. East, asst. sales mgr.; L. S. Petrovich, adv. mgr.; R. Boyer, chf. engr.; C. W. Bonfield, pur. agt., traf. mgr. **Adv. Agcy.** — McDaniel-Fisher-Spelman, Akron, O. A. C. Fisher, acct. exec.

**DILLON ELECTRIC CO.,** 1712 11th st., N. E., Canton 5, O. Man cooling fans. Chas. A. Dillon, pres., gen. mgr.; A. F. Kring, vice-pres., secy.; W. W. Hoenecke, treas.

**DINSMORE INSTRUMENT CO.,** Box 595, Flint 1, Mich. Auto, marine, aviation, magnetic, cast and special compasses. R. C. Dinsmore, pres. **Adv. Agcy.**—Rolfe C. Spinning, 5057 Woodward ave., Detroit 2. Bill Spinning, acct. exec.

**DETTMER GEAR DIV., Borg-Warner Corp.,** Auburn, Ind. Automotive gears, shafts, machined hubs and flanges for automotive transmissions, pumps, etc. S. H. Mieras, pres., gen. mgr.; D. C. Hamilton, vice-pres.; J. K. Tully, secy.; H. G. Jackson, treas.; J. R. Ryan, serv. mgr.

**DITZLER COLOR DIV., Pittsburgh Plate Glass Co.,** 8000 W. Chicago ave., Detroit 4, Mich. Lacquers, enamels, undercoatings, thinners, etc. J. F. Green, gen. mgr.; B. J. Smith, asst. to gen. mgr.; E. D. Kress, mgr. auto sales; E. H. Heaton, mgr. sales serv.; Geo. B. Andersen, mgr. auto refinish sales; L. S. McNally, mgr. fleet sales; H. Redshaw, tech. dir.; Neil W. Vogt, sales prom. mgr.; Robt. Clements, serv. mgr. auto. ref. sales; W. H. Welch, pur. agt.; J. H. LaFrance, traf. and whse. mgr. **Adv. Agcy.**—Maxon, Inc., Detroit, Mich. P. A. Revelt, acct. exec.

**DIVCO TRUCK DIV., Divco-Wayne Corp.,** 22000 Hoover rd., Detroit 5, Mich. Multiple stop delivery trucks. G. E. Muma, pres.; Roy H. Sjoberg, vice-pres. sales; H. T. Collins, opers. mgr.; John E. Dee, sales mgr.; D. F. Starr, pub. rel. and adv.; Wm. R. Chapman, chief engr.; E. Lubinski, dir. of pur. **Adv. Agcy.**—Frederick Lawrence Agency, 404 Fox Theatre bldg., Detroit 1, Mich.

**DIVCO-WAYNE CORP.,** 1500-1700 N. "F" st., Richmond, Ind. School buses and motor coach bodies, funeral coaches, ambulances, and multi-stop delivery trucks. F. R. Fageol, chmn.; N. Glekel, pres.; H. L. Drimmer, chmn. exec. comm.; F. W. Hall, exec. vice-pres. and pres. of Wayne Works Div. and Miller-Meteor Motor Car Div.; G. E. Muma, exec. vice-pres and pres. of Divco Truck Div.; I. G. Brown, sales vice-pres.; P. G. Duff, finance vice-pres.; E. L. Walters, treas.; J. H. Spencer, secy.; D. F. Starr, pub. rel. and adv.

**DIXIE TALLYHO, INC.,** Fairburn, Ga. Truck canopies, seating devices, pneumatic bumper jacks, wheel dollys and tire changing apparatus. Alfred T. Pitman, pres.; Grace P. Dorris, secy-treas.

**DIXON CRUCIBLE CO., JOSEPH,** 167 Wayne st., Jersey City 3, N. J. Lubricating graphite, graphited grease, lube and penetrating oil. F. G. Atkinson, pres. J. P. Templeton, secy.; Warren Zimmer, vice-pres. of prod.; H. E. Ehlers, vice-pres.; R. C. Brock, gen. sales mgr.; C. R. Tighe, ind. adv. mgr.; H. Goecker, pur. agt.; F. Jones, traf. mgr.; H. B. Van Dorn, vice-pres. and pub. rel. mgr. **Det. Rep.**—R. H. Heige, 1942 Graefield rd., Birmingham, Mich. **Adv. Agcy.**—O. S. Tyson, New York, N. Y.

**DOAN MFG., div. of Anchor Industries, Inc.,** 1725 London rd., Cleveland 12, O. Manufacturers of automotive floor mats, motor mounts, pedal pads, rubber bushings and all types of rubber or rubber bonded to metal parts. O. C. Kravitz, pres.; I. A. Kravitz, exec. vice-pres., sales; W. S. Lepene, vice-pres., sales; P. Kollar, gen. plant mgr.; A. E. Herschman, adv. mgr. **Det. Rep.**—Grantello Sales Co., 805 N. Pemberton rd., Bloomfield Hills, Mich. **Adv. Agcy.**—Gabriel Advertising Agency, Cleveland.

**DOBECKMUN CO., THE, div. of The Dow Chemical Co.,** 3301 Monroe ave., Cleveland, O. Non-tarnishing metallic yarns. Thomas F. Dolan, pres.; Wm. D. Sweeny, vice-pres.; Ennis P. Whitley, vice-pres. of sales; Lynn Given, fashion coordinator; Heber A. Allen, sales mgr.; A. S. Gould, sales mgr.; Thomas Shem, adv. mgr. **Det. Office**—Puritan Center bldg., Detroit 35. **Adv. Agcy.**—Anderson & Cairns, Inc., New York, N. Y. Mrs. Julia Morse, acct. exec.

**DOBIE CO., THE,** Plants: 1312 Ontario, Cleveland, O.; 421 So. Monroe st., Monroe, Mich. Dealer sales and service promotion programs, car owner follow-up systems, direct mail advertising, record forms and stationery, point-of-purchase displays, auto merchandising systems. George N. Dobie, gen. mgr., Cleveland; Edward R. Dobie, gen. mgr., Monroe; Chester Brown, sales mgr.; Richard Osman, Cincinnati rep.; Owen Griffin, pro. mgr., Monroe; J. F. Fuqua, Detroit district serv. mgr. **Det. Rep.**—E. J. Kelley, The Dobie Co., 7410 Woodward ave.

**DOCKSON CORP.,** 3839 Wabash ave., Detroit 8, Mich. Oxy-acetylene welding equipment, head and eye protection. H. E. Piggott, pres., gen. mgr.; J. F. McDevitt, treas.; R. J. Nelson, wks. mgr.; C. W. Piggott, vice-pres., pur. agt. **Det. Rep.**—Howard Williams. **Adv. Agcy.**—F. B. Hubert Co., Detroit, Mich.

**DODGE BROS. (Britain), LTD.** Mortlake rd., Kew Gardens, Surrey, England. Dodge and DeSoto cars and trucks. W. Wallace, chmn. of bd., man. dir.; N. Kelley jr., F. Clem, W. Wallace, directors; H. E. Trevan-Hawke, secy. and alternate dir. for Mr. Kelley.

**DODGE DIV., CHRYSLER CORP.,** 7900 Jos. Campau ave., Detroit 31, Mich. Passenger cars and trucks. M. C. Patterson, pres.; L. F. Desmond, vice-pres., sales; M. Aitken, oper. mgr., truck plant; J. B. Naughton, asst. vice-pres., sales trucks; W. Donnelley, comptr.; A. Wilson and A. Mundis, asst. comptrs.; R. D. Engle, chf. engr., cars; S. J. Tompkins, chf. engr., trucks; C. Eschenbach, dir. personnel; G. H. Stover, mfg. mgr., cars; W. C. Cawthon, works mgr., cars; E. E. Crosby, mgr. prod. and engrg;. P. W. Featherstone, prod. mgr.;

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# Who's Who in the Auto Industry

(Continued)

E. W. Engel, mgr. prod. control; W. D. Moore, dir. of adv. and merch.; A. C. Thomson, adv. mgr.; W. L. Kessinger, asst. adv. mgr., trucks; W. G. Osborn, asst. adv. mgr., cars; R. L. Shugg, sales prom. mgr.; D. E. Harding, retail merch. mgr.; F. W. Wylie, public rel. mgr.; W. M. Spencer, dir. of service; M. R. Maurer, serv. mgr., cars; C. C. May, serv. mgr., trucks; D. L. Shakatko, pur. agt., car & truck; R. W. Vorhees, programming mgr., cars. **Adv. Agcy.** — Trucks: Ross Roy, Inc., 2751 E. Jefferson, Detroit. Cars: Grant Advertising, Inc., 2900 Guardian bldg., Detroit.

**DOEHLER-JARVIS, Div. of National Lead Co.,** Smead ave., Toledo 1, O. Die castings. F. J. Koegler, gen. mgr.; F. W. Burgie, gen. sales mgr.; A. F. Bauer, asst gen. mgr., chief engr.; E. F. Brissie, pub. rel. mgr.; R. L. Peterson, sales engr.; J. W. Thees, plant mgr., Toledo Plant 1; K. F. Keegler, plant mgr., Toledo Plant 2; C. E. Claus, plant mgr., Grand Rapids plant; S. Taylor, sales engr., Grand Rapids plant; C. H. Van Driel, sales engr., Grand Rapids plant. **Det. Rep.**—J. Ruffin, F. W. Burgie jr. **Adv. Agcy.**—Marschalk and Pratt, New York.

**DOLE VALVE CO.,** 1901-1941 Carroll ave., Chicago 12, Ill. Tube couplings and fittings for gas and oil lines; brass parts to order; thermostats for motor temperature control. John L. Dole, pres.; T. B. Chace, vice-pres.; R. M. Ellis, vice-pres., sales; Stuart G. Phillips, vice-pres., adv. and sales prom. mgr.; A. C. Goodrich, secy.; Robt. J. Pringle, treas.; J. J. Goodville, vice-pres.; J. K. Lund, vice-pres.; Cyril Grindrod, vice-pres. and wks. mgr.; E. C. Curtiss, div. sales mgr.; L. Jones, vice-pres., pur. agt. **Det. Rep.**—Elmer Szawbs, c/o Dole Valve Co., Detroit. **Adv. Agcy.**—Marsteller, Rickard, Gebhardt & Reed, Inc., Chicago, Ill.

**DOLPHIN PAINT & VARNISH CO.,** 922 Locust st., Toledo, O. Glass bedding compounds, roof and drain trough sealers, spot welding sealers, air and dust sealers, windshield sealers, waterproofing compounds. C. W. Blum, pres., gen. mgr. and pur. agt.; George Funck, vice-pres.; G. G. Thorne, sales & adv. mgr.; L. E. Comes, secy.-treas.; F. McClelland, wks. mgr. and chem. engr.; B. J. Steger, asst. sales mgr.; J. Campanaro, asst. pur. agt. **Det. Rep.** — Overmyer Trimming Mat'l Co., 18212 James Couzens hwy., Detroit. **Adv. Agcy.**—Wendt Advertising Agency, Toledo, O. H. A. Wendt, acct. exec.

**DONOVAN SALES CO.,** 7517 Intervale, Detroit 38, Mich. Novelty and premium sales agency dealing with automotive sales agencies. Develop and merchandise announcement programs. Harry A. Donovan, pres.

**DO-RAY LAMP CO., INC.,** 1455-65 S. Michigan ave., Chicago 5, Ill. Stop, backup, fog, dome, tractor, clearance and marker lights, emergency lamps, directional signals, oil and electric flares, reflex reflectors, truck mirrors. S. M. Dover, pres., treas.; H. R. Dover, vice-pres., sales mgr.; D. J. Dover, asst. treas.; M. Levenberg, secy. and traf. mgr.; C. Kruger, pur. agt.; Roy W. Johnson, chief engr. **Det. Rep.**—H. D. Weiss, 2457 Woodward ave. **Adv. Agcy.** — Garfield-Linn & Co., Chicago.

**DORMAN PRODUCTS, INC.,** 1004 Sycamore st., Cincinnati 2, O. Clutch parts, expansion plugs, studs, springs, cap screws, nuts, bolts, washers. Jack R. Dorman, pres., treas.; Lee Dorman, vice-pres., adv. mgr.; O. H. Coffman, secy., sales mgr.

**DORSEY TRAILERS, INC.,** Elba, Ala. Vans (including refrigerators, produce, livestock, grain, furniture), stake and platform trailers, pole trailers, machinery trailers. J. V. Wright, pres.; T. K. Dorsey, exec. vice-pres.; Katherine Dorsey, secy.; G. L. Collier, treas.; R. A. Sewell, vice-pres. chge. of prod.; Horton Fick, vice-pres. chge. of sales; N. M. Norman, vice-pres. chge. engrg.; **Det. Reps.**—J. Alton Williams, Trussville, Ala.; G. W. Kelley, Augusta, Ga.; R. E. Dunstan, Chesterfield, Mo.; T. A. Donnelly, Jeffersontown, Ky.; Henry Rauschenberg, Houston, Tex. **Adv. Agcy.** — Morris Timbes, Inc., 220 St. Michael st., Mobile, Ala.

**DOUGLAS CO., THE,** 620 12th ave., S., Minneapolis 4. License frames, die cast and pressure-sensitive emblems. C. T. Skanse, pres.; **Adv. Agcy.**—Revere Advertising, Minneapolis.

**DOUGLAS & LOMASON CO.,** 5836 Lincoln ave., Detroit 8, Mich. Grilles, tubular products, seat frames, rolled sections, special stampings, garnish mouldings, glass channels, gravel shields, ash trays. W. K. Lomason, pres., gen. mgr.; Reginald MacArthur, vice-pres.; C. J. Beck, secy.; C. W. Finnimore, treas.; J. Connell, sales mgr.; P. A. Hartt, chf. tool engr.; R. F. McDonald, pur. agt.; R. Boccarossa, mgr., Detroit plant.

**DOUGLAS MFG. DIV. KINGSTON PRODUCTS CORP.,** Bronson, Mich. Automotive electrical parts; switches, wire terminals, special parts for original equipment, switches for household appliances, vacuum cleaners. J. Paul Johnson, pres.; W. C. Whorley, exec. vice-pres.; N. B. Higbie, gen. mgr.; H. J. Ryan, sales mgr.; K. R. Cuyler, pur. agt.; T. F. McCarry, plant supt.; Nelson Weber, chf. engr.

**DOUGLASS MUFFLER MFG. CO.,** 5636 E. Shull, Bell Gardens, Calif. Balanced exhaust systems, dual muffler sets, steel packed mufflers, fiberglass mufflers. Howard W. Douglass jr., pres.; Ruth A. Douglass, treas.; Ralph Blomquist, traf. mgr. **Det. Rep.**—Tom Coughtrie, 5637 Summit st., Sylvania, O.

**DOW CHEMICAL CO.,** Midland, Mich. Chemicals, antifreeze, brake fluids, degreasing solvents, magnesium metal, plastics raw materials. Dr. L. I. Doan, pres.; Dr. M. E. Putnam, vice-pres.; C. C. Campbell, vice-pres., secy.; Dr. J. D. Hanawalt, vice-pres., gen. mgr.; W. S. Loose, sales mgr.; W. R. Caple, asst. sales mgr.; M. J. Hooker, adv. mgr.; D. R. Stark, supervisor adv.; D. K. Ballman, dir. of sales; W. R. Dixon, gen. sls. mgr.; T. H. Caldwell jr., antifreeze sales; William Cox, Clayton Dickey, pub. rel. **Det. Rep.**—W. J. Truettner, Fisher bldg. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich. William Bachman, vice-pres.; Wallace J. Ehrlich, acct. exec.

**DOW CORNING CORP.,** Midland, Mich. Silicone rubber (Silastic), adhesives, compounds, defoamers, dielectrics, fluids, foam resins, greases, fiber finishes for leather and textiles, mold release agents, molding compounds, polishing agents, resins, varnishes and water repellents; organosilicon chemicals. Dr. W. R. Collings, pres.; Dr. S. L. Bass, vice-pres.; O. D. Blessing, vice-pres., sales mgr.; Dr. E. C. Britton, secy.; C. D. LaFollette, treas.; H. N. Fenn, prod. mgr.; Dr. M. J. Hunter, research dir.; R. S. Argyle, adv. mgr.; R. W. Caldwell, chief engr.; D. R. Coultrip, mgr. pur.; F. Cleverdon, traf. mgr. **Adv. Agcy.** — Anderson and Cairns, Inc., East 59th st., New York City (fiber finishes). Church and Guisewite Adv., Inc., McDonald st., Midland, Mich. (Sight Savers), silicones for industry.

**DOW FURNACE CO.,** 12045 Woodbine ave., Detroit 39, Mich. Manufacturers of mechanized batch type controlled atmosphere heat treating furnaces, tempering furnaces and wash machines. D. B. Hofmann, treas.; L. Cosner, pres. and gen. mgr.; D. L. Wertz, vice-pres., sales; F. E. Harris, vice-pres. engrg.; J. J. Marshall, secy.; E. J. Balluff, asst. secy.; James N. Erie jr., sales mgr.; H. G. Wille, chf. engr.; W. J. Suvanto, serv. mgr. **Adv. Agcy.**—F. B. Hubert Advertising Counselors, Detroit 11, Mich. F. B. Hubert, acct. exec.

**DOYLE VACUUM CLEANER CO.,** 225 Stevens st., S. W., Grand Rapids 2, Mich. Automotive vacuum cleaners. Dewey I. Doyle sr., pres.; Dewey I. Doyle jr., vice-pres., gen. sales mgr.; Walter B. Fitzgerald, field sales mgr.; Gordon H. Platts, sales prom. mgr.; B. I. Braunschneider, pur. agt. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich. G. D. Richter, acct. exec.

**DRAW-TITE CO.,** 14857 Martinsville, Belleville, Mich. Custom built trailer hitches, cam tension trailer couplers. Wm. A. Whichello, pres., gen. mgr.; Harlan Whichello, works mgr.; R. E. Bohner, sales mgr. **Adv. Agcy.** — St. Claire, Detroit, Mich.

**DREW & CO., INC., E. F.,** 15 E. 26th st., New York 10. Cooling system cleanser, cooling system stop leak, rust inhibitor and water pump lubricant, liquid and powder car washing compounds, grease removers for soak tank or spray washing, internal and external engine cleaners and decarbonizers, hydraulic brake fluids, rubber lubricants, steam cleaning compounds, floor cleaners, alkaline soak tank cleaners, paint strippers, paint spray booth compounds, electrolytic cleaners. Ernest F. Drew, pres.; John Haugen, asst. treas.; S. J. Loewenstein, secy.; P. Manocchio, prod. mgr.; S. H. Fellows, pur. agt.; W. S. Devine, traf. mgr.; A. A. Pariser, sales mgr. **Det. Rep.**—A. M. Grant, Hotel Tuller, Detroit.

**DRI-RITE CO., THE,** 100 W. Chicago ave., Chicago 10, Ill. Water, oil and grease absorbents. I. A. Kane, vice-pres.; Theodore N. Perry, secy.

**DRUGE BROTHERS MANUFACTURING CO.,** 888 92nd ave., Oakland 3, Calif. Air gauges, radiator fillers, blow guns, brake fluid pumps, quick couplers, automatic tire gauges, tire valves hardware and accessories, hand tire gauges. Dan O. Druge, pres.; Scott D. Kellogg, Tally Mastrangelo, vice-presidents; H. W. Kirkland, asst. secy.

**DRY CLIME LAMP CORP.,** Greensburg, Ind. Infrared paint baking equipment. M. N. Kanouse, pres.; L. E. Kanouse, vice-pres. **Adv. Agcy.**—Tevie Jacobs Advertising. Morris Plan bldg., Indianapolis

**DRYDEN RUBBER DIV., Sheller Mfg. Corp.,** 1014 S. Kildare ave., Chicago 24, Ill. Molded and extruded mechanical goods sponge rubber goods, rubber and metal adhesion goods, hard rubber goods, molded and extruded plastic goods, dipped rubber, and dense, molded or cast Polyurethane products. T. Bradley, pres.; H. A. Winkelmann, vice-pres., res. dir.; M. J. Katis, vice-pres., gen. mgr.; E. A. Goodman, vice-pres., mfg.; P. E. Young, vice-pres., engrg.; J. Groot, pur. agt. **Det. Rep.**—A. C. Spierling, sales mgr.; H. P. Bemis, H. W. Weinberg, C. H. Murtaugh, A. B. Kelley, 8-158 General Motors bldg.

**DU MONT LABORATORIES, ALLEN B., INC.,** 760 Bloomfield ave., Clifton, N. J. Du Mont enginscope and accessories. D. T. Schultz, pres.; Neil Uptegrove, adv. and sales prom. mgr.; J. G. Haberkost, asst.; Roger Stagnol, serv. mgr.; W. G. Fockler, chf. engr.; W. Voss, pur. agt.; E. E. Ecklund, auto. sales mgr.; A. Katz, traffic mgr.; E. W. Allen, pub. rel. mgr.

**DUNLOP TIRE & RUBBER CORP.,** Buffalo 5, N. Y. Tires and tubes for automobiles, buses, trucks, farm vehicles and aircraft batteries, latex foam products. J. M. Billane, pres., treas.; L. D. Hartford sr., vice-pres., chge. sales; R. C. V. Mackenzie, vice-pres., chge. sales oper.; H. E. Elden sr., vice-pres., mfg. research and dev.; Vincent Richards, vice-pres., chge. sporting goods div.; W. H. McKay, vice-pres., chge. ind. and pub. rel., secy.; E. D. Buckley, mgr. of pur.; D. G. Wager, comptr.; R. Burgoyne, vice-pres., chge. prod.; E. C. Campbell, sales mgr., Pillo-foam div.; L. Hill, sales mgr. (tires); F. T. Windsor, mgr. battery sales; R. H. Williams, mgr. Aviation div.; R. E. Kinnen, mgr., adv. and sales prom.; C. S. McChesney, chief engr.; U. C. Fischer, traf. mgr. **Adv. Agcy.**—Baldwin, Bowers & Strachan, 374 Delaware ave., Buffalo, N. Y.

**DUNN, PAUL A. (Dunn Drive Controls),** 2227 Elmwood ave., Buffalo 17, N. Y. Driving aids for the handicapped (all cars), throttle controls, hand controls, combination hand and foot controls, hand brakes, thruway throttles, dual controls, dimmer extensions. Paul A. Dunn, pres.; Paul Dunn III, vice-pres.; Marion Dunn, secy.; Linda Dunn, treas.; Victor Dunn, gen. mgr.; Bob Powell, works mgr.; Dr. Don Bullock, sales mgr.; John Spaehala, asst. sales mgr.; Paul A. Dunn jr., adv. mgr., chf. engr.; John Dunn, sales prom. mgr.; Robert Hartnet, pub. rel. mgr. **Det. Rep.**—Hi Dawson, 18000 Livernois ave., Detroit, Mich. **Adv. Agcy.** — J. Weisbeck, Williamsville, N. Y.

**DUPLI-COLOR PRODUCTS CO., INC.,** 2440 S. Michigan ave., Chicago 16, Ill. Automotive and household touch-up, Dupli-Color touch-up spray gun, spark plug compressor and tire pump, kromefix, carfix, scratchmaster magic brush touchup, Dupli-Color spray enamel, Dupli-Color autospray touch-up. Sigmund E. Edelstone, pres.; W. V. Dunlop, exec. vice-pres. and gen. sales mgr. **Det. Rep.**—Grantello Sales Co., 18501 Detroit ave., Cleveland, O. **Adv. Agcy.**—Robert Race, Associates, Chicago, Ill.

**DU PONT CO., INC., G. B.,** 5081 Deinmore rd., Birmingham, Mich. Self tapping screws, sheet metal screws, bolts, special cold headed products; Clevis, dowel and hinge pins; bumper bolts, rivets, studs and metal stampings. George B. Dupont, pres., gen. mgr.; Alfred Fosmoen, vice-pres.; Richard Reynolds, secy.; Ward R. Bildson, treas., pur. agt.; W. R. Bildson, sales mgr.; Chas. A. Williams, traf. mgr. **Det. Rep.**—C. H. Mercill.

**E. I. DU PONT DE NEMOURS & CO., (INC.), Wilmington 98,** Delaware. Nylon automotive upholstery and carpet yarns. L. R. Blackhurst, merch. mgr. (upholstery); Robert Emery, merch. mgr. (carpets); W. J. McGlynn (home furnishings); E. H. Ellis (home furnishings). **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., New York, N. Y. Henry Stewart, acct. exec.

**Elastomer Chemicals Dept.** Isocyanates for urethane foams, rubber chemicals, synthetic rubbers. G. E. Holbrook, gen. mgr.; C. J. Harrington, sales dir.; E. J. O'Brien, adv. mgr. **Adv. Agcy.**—N. W. Ayer & Son, Inc. Contact: A. L. Lightner.

**Electrochemicals Dept.** Chemicals for metal degreasing and electroplating. D. O. Notman, gen. mgr.; R. B. K'Burg, sales dir.; H. I. Hansen, Det. mgr.; J. Swajeski, adv. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc. Contact: R. Carland.

**Explosives Dept.** Explosive rivets. H. F. Brown, gen. mgr.; F. R. Wilson, sales dir.; M. F. Acken, sales mgr.; E. L. Thayer, adv. mgr. **Adv. Agcy.**—Charles L. Rumrill & Co., Inc. Contact: B. Jones.

**Fabrics Div.,** 10th and Market sts., Wilmington 98, Del. "Fabrilite" supported vinyl upholstery, duPont industrial coated fabrics. G. T. Vaala, dir. of sales; Frank R. Price, adv. and sales prom. mgr.; Norman A. Lynn, asst. **Det. Rep.**—John W. Richardson, Room 5-238 General Motors bldg., Detroit, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, 383 Madison ave., New York 17, N. Y. J. A. Taylor, acct. exec.

**Film Dept.** "Mylar" polyester film for decorative laminates on door panels, etc. D. F. Carpenter, gen. mgr.; J. E. Dean, sales dir.; W. B. Davis, sales mgr.; H. L. Taylor, adv. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc. Contact: E. Ruggles.

**Finishes Div.,** Wilmington 98, Del. Lacquers, enamels, a complete line of finishes for use by automotive manufacturers and refinishers. Crawford H. Greenewalt, pres.; E. S. Nickerson, gen mgr. fabrics and finishes dept.; J. B. Dietz, dir. of sales (finishes div.); G. H. Berlin, sales mgr. (refinish sales); L. M. Davis, adv. and prom. mgr. **Det. Rep.**—Heywood Johnson, (sales mgr. Auto Mfrs. Sales), General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., 383 Madison ave., New York 17, N. Y. J. A. Taylor, T. D. Richardson, acct. execs.

**Photo Products Dept.** Engineering reproduction materials, recording papers, and chemicals for oscillographic trace recording. J. M. Clark, gen. mgr.; W. A. Taft, sales dir.; P. Porter, adv. mgr. **Adv. Agcy.**—N. W. Ayer & Son, Inc. Contact: D. Means.

**Polychemicals Dept.,** Wilmington 98, Del. Plants at Arlington, N. J.; Parkersburg, W. Va.; Belle, W. Va.; Victoria, Tex., and Orange, Tex. "Lucite" acrylic resin, "Zytel" nylon resin, "Alathon" polyethylene resin, "Teflon" tetrafluoroethylene resin, "Butacite" polyvinyl butyral resin safety-glass interlayer, "Zerone" and "Zerex" antifreeze. W. H. Salzenberg, gen. mgr.; J. H. Daughtridge, dir. sales; W. H. Easton jr., adv. div. mgr. **Det. Rep.**—E. F. Widlund, 13000 W. 7 Mile rd., Detroit 35, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., 383 Madison ave., New York 17, N. Y. Herbert B. West, acct. exec.

**Textile Fibers Dept.** "Super Cordura" rayon yarn for tires, nylon for tire cord. A. E. Buchanan jr., gen. mgr.; F. B. Draper, sales dir.; Akron Regional Sales Section (Rubber Industry): B. J. Clark, adv. mgr.; H. P. Brokaw, mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc. Contact: J. Goryl.

**DURA-BOND, INC.,** 1355 N. Main st., Ann Arbor, Mich. Custom and volume brake shoe bonding for brake lining manufacturers, adhesives, "Shoe-Prep" and equipment. Robert Langford, pres.; Paul Mitchell, asst. mgr.

**DURACLEAN CO.,** Duraclean bldg., Deerfield, Ill. Auto upholstery cleaning equipment and supplies. I. H. Marshall jr., pres.; R. S. Kino, adv. mgr.; R. E. Ferrel, serv. mgr.; G. Mauk, pub. rel. dir.; R. M. Neumann, merch. mgr.; L. J. Gultch, new dealer dir.; L. N. Nysted, chem. dir. **Adv. Agcy.**—Houston Advertising Agency, Deerfield, Ill.

**DURAVAN DIV., Universal Sales Inc.,** Delaware, O. All-steel bodies, house-to-house and parcel delivery for Dodge chassis. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; Harry Humes, secy. and treas. **Adv. Agcy.** — Howard Swink Advertising Agency, Inc., Marion, O. Paul Kohler, acct. exec.

**DUREZ PLASTICS DIV., Hooker Electrochemical Co.,** 1935 Walck rd., North Tonawanda, N. Y. Durez® phenolic molding compounds and resins and Hetron® polyester resin (fire-retardant classification). A. W. Hanmer jr., vice-pres. in chge. of sales; Walter H. Prahl, resch. and devel.; Robert E. Dodd, sales mgr., resins; Frank C. Rowley, sales mgr., molding compounds; John P. Edwards, sales mgr., Hetron polyester resins; Clark R. Simmons, adv. mgr. (Niagara Falls, N. Y.); Charles W. Selover, mgr. purch. (Niagara Falls, N. Y.); A. Finger, traf. **Det. Rep.**—H. C. Shelton, molding compounds; K. J. Fucoco, resins, 503 Stephenson bldg., Detroit 2. **Adv. Agcy.** — The Rumrill Co., Rochester, N. Y. Herbert R. Hanson, acct. exec.

**DURKEE-ATWOOD CO.,** 215 N. E. 7th st., Minneapolis 13, Minn. Automotive, fractional horsepower and industrial v-belts, radiator hose—curved, straight and flexible, Dor-Tite sponge rubber weatherstripping, molded auto door and trunk gasket, friction and rubber tape, inner-tubes, adhesives and automotive chemicals, frost shields, tube and tire repair materials. H. C. Atwood, chmn. of bd.; E. P. Atwood, pres.; A. J. Traun, vice-pres. and mgr. of special sales; R. W. Atwood, mgr. automotive sales; C. B. Haley, mgr. indus. sales; C. F. Walz, vice-pres. and chief engr.; D. F. Pratt, legal counsel; D. F. McConnon, secy.; K. Van Auken, treas., traf. mgr.; W. K. Freed, pur. agt.; G. C. Brown, chief chemist. **Det. Rep.**—W. F. De Longe, c/o Durkee-Atwood Co., 17327 Wyoming, Detroit 19, Mich. **Adv. Agcy.**—Walker Advertising, Minneapolis, Minn. Harold Walker, acct. exec.

**DURO METAL PRODUCTS CO.,** 2649 N. Kildare ave., Chicago 39, Ill. Mechanics' hand tools. W. H. Odlum, pres.; Martin Tveter, vice-pres. and gen. mgr.; Ed Sladek, works mgr.; R. E. Behlen, sales mgr.; Ray Holt, chief engr.; H. Funk, pur. agt. **Det. Rep.**—H. Kitchen, Richmond, Ind. **Adv. Agcy.**—Irving J. Rosenblum, Chicago, Ill. Irving J. Rosenblum, acct. exec.

## E

**EAGLE-OTTAWA LEATHER CO.,** Grand Haven, Mich. Upholstering leather. Julian B. Hatton, pres.; Milton E. Burr, sales mgr.; Edward A. Meany jr., sales prom. mgr.; E. O. Harbeck, pur. agt.; Charles Mulder, traf. mgr. **Det. Rep.**—Eagle-Ottawa Leather Co., 1220 S. Woodward ave., Royal Oak, Mich. F. G. H. Sherman.

**EAGLE-PICHER CO., THE,** American bldg., Cincinnati 1, O. Compounds; floor degreasing and cleaning; molded and extruded rubber products (Ohio Rubber div.); fiber glass (sheet, strip, etc.); plastic fabricators and finishers; plastic high pressure laminators; plastic, polyester (resin); silicon, insulations, zinc. T. Spencer Shore, pres.; Wm. R. Dice, vice-pres.; Richard Serviss, secy.; Carl A. Geist, treas.; E. L. Gouedy, adv. mgr.; W. F. McCarthy, asst.; Earl Cannon, pur. agt.; A. L. Kreamelmeyer, traf. mgr. **Adv. Agcy.**—Ralph H. Jones Co., Cincinnati, O. R. M. Geis, acct. exec.

**EASTMAN CHEMICAL PRODUCTS, INC.,** Kingsport, Tenn. Tenite Acetate plastic, Butyrate plastic and Polyethylene plastic for injection molding and extrusion. James C. White, chmn. bd.; William S. Vaughn, pres.; S. E. Palmer, 1st vice-pres.; D. C. Williams, vice-pres. (plastics); E. C. Catheart, sales mgr.; M. K. Robinson, secy.; R. L. White, treas.; Dennis C. Guthrie, adv. mgr. **Det. Rep.**—John G. Slater, Eastman Chemical Products, Inc., 904-5 Stephenson bldg., Detroit 2. **Adv. Agcy.** — Fred Wittner Advertising, New York, N. Y. Charles Kopf, acct. exec.

**EASY GLITTER WAX CO.,** 2616 Tamarind ave., West Palm Beach, Fla. Car wax, wash, cleaner and leather conditioner. Hal Fulenwider jr., partner; Marion K. Fulenwider, partner.

**EATON MANUFACTURING CO.,** 739 E. 140th st., Cleveland 10, O. Officers: John C. Virden, chmn. of bd., pres.; R. H. Daisley, vice-pres.-planning; Wm. A. Mattle, vice-pres.-admin.; F. I. Goodrich, vice-pres.-admin.; Herbert S. Ide jr., vice-pres.-admin. and treas.; R. E. Fisher, vice-pres.-dir. of sales; Logan Monroe, vice-pres.-contr.; Paul E. Minsel, vice-pres. ind. rel.; Raymond G. Hengst, secy., gen. counsel; A. C. Paterson, asst. secy.; Hugh McKibbin, asst. secy.; E. W. Liptak, asst. contr.; Bryant L. Boatner, admin. of engrg.; M. D. Archangeli, gen sales mgr. General Office Per.; H. A. Williams, dir. of pur.; R. H. Gale, dir. of adv. **Adv. Agcy.**—Erwin Wasey, Ruthrauff & Ryan, Inc., New York (National). A. H. Laurence, acct. exec.; Clark & Bobertz, Inc., Detroit (Trade paper), L. A. Clark, acct. exec.; J. H. Maish Co., Marion, O. (Reliance Div.), Gordon Bruun, acct. exec.

Aircraft Div., Battle Creek, Mich. Blades and vanes of stainless steel, titanium or other materials for jet and gas turbine engines. John F. Romans, gen. mgr.; H. M. Reigner, sales mgr.; R. G. Steven, plant pur. agt.

Automotive Gear Div., Richmond, Ind. Bevel gears—spiral, hypoid, zerol, straight and angular, straight spur gears, helical gears, flywheel ring gears, gear assemblies, spline shafts. G. W. Frame, gen. mgr.; L. M. Wright, mgr.-sales engrg.; C. H. Lohmann, plant pur. agt.

Axle Div., Cleveland, O. 2-speed truck axles, double reduction truck axles, single reduction truck axles, front truck axles, truck axle components, tandem drive truck axles, electric, vacuum and air shift controls for 2-speed axles. R. C. Ochs, gen. mgr.; C. D. Christie, sales mgr.; B. M. Burns, service mgr.; W. H. Williams, plant pur. agt.; O. O. McKibben, pur. agt.-ser. parts.

Dynamatic Div., Kenosha, Wis. Eddy-current equipment — ajusto-spede and dynaspede drives, air and liquid cooled couplings, air and liquid cooled brakes, dynamometers. Dyna-torQ magnet-friction units—clutches, brakes, clutch-brakes, clutch-couplings. F. L. Hopf, gen. mgr.; J. M. Adair, sales mgr.; B. J. Ketchum, plant pur. agt.

Foundry Div., Vassar, Mich. Permanent-mold gray iron castings in intricately-cored designs and various shapes weighing from a few ounces up to twenty-five pounds. P. W. Olson, gen. mgr.; E. V. Neeb, sales mgr. (Detroit); W. R. Peterhans, plant pur. agt.

Heater Div., Cleveland, O. Heating—ventilating and defrosting systems for motor cars and trucks, automotive air conditioning units, ventilators for military tanks, jet plane parts, magnetic clutch for automotive air conditioning. R. F. Gamundi, gen. mgr.; H. Chas. Simons, sales mgr.; Chas. E. Janes, plant pur. agt.

Marion Forge Div., Marion, O. Differential forgings, ring gear and pinion forgings, air brake components, automotive axle shafts. T. A. Moretti, plant mgr.; C. D. Barnes, plant pur. agt.

Powdered Metals Div., Coldwater, Mich. Powdered metal parts of bronze, brass, iron, steel and stainless steel, oil impregnated porous bronze and iron bearings, copper infiltrated iron parts, tungsten carbide blanks and shapes, carbide cutting tools, form tools, dovetails and dies. R. L. Pettibone, gen. mgr.; A. J. McDonald, sales mgr.; N. Harm jr., plant pur. agt.

Pump Div., Marshall, Mich. Pumps for—power steering, hydraulic transmissions, lubrication, converter supply, servo power booster, implement actuation. Viscous drives for—automotive fans, automotive accessories. W. R. Eames, gen. mgr. (Detroit); L. A. Selin, sales mgr. (Detroit); C. R. Palmer, plant pur. agt.

Reliance Div., Massillon, O. Spring lockwasher, thread-cutting screws, screw and washer assemblies, hose fasteners, retainer rings, snap rings, spring nuts, bullet core steel, cold-drawn steel wire (rounds and special shapes). C. A. Sellen, gen. mgr.; R. B. Little, sales mgr.; C. O. Gainey, plant pur. agt.

Saginaw Div., Saginaw, Mich. Engine valve tappets, hydraulic valve lifters, anti-friction ball bearing screws, self-locking adjusting screws, engine valve-seat inserts, aircraft piston engine parts. H. F. Russell, gen. mgr.; J. S. Kerr, sales mgr. (Detroit); V. L. Larsen, plant pur. agt.

Spring Div., Detroit, Mich. Automotive chassis leaf springs, coil springs (hot coiled and cold formed), valve springs, wire forms, steel spring stampings. E. H. Lindeman, gen. mgr.; R. G. Green, sales mgr.—leaf springs; R. D. Morrison, sales mgr.—coil springs; L. A. Kruger, plant pur. agt.

Stamping Div., Cleveland, O. Bumper guards, grilles and chrome trim parts, gas tank caps and necks, pressure radiator caps, hub caps, gear shift levers, tank vent valves, airplane tank caps. E. M. deWindt, gen. mgr.; R. B. Fisher, sales mgr. (Detroit); W. G. Smith, plant pur. agt.

Valve Div., Battle Creek, Mich. Automotive engine valves, aircraft and automotive sodium-cooled valves, engine poppet valves, self-adjusting free valves. H. I. Dyer, gen. mgr.; J. R. Stearns, sales mgr. (Detroit); J. B. Smith, plant pur. agt.

Central Research Div., South Euclid, O. A. S. Gill jr., mgr.; William Park, plant pur. agt.

Detroit Research Laboratory, Detroit, Mich. Sidney Oldberg, dir. of automotive research.

Eaton Automotive Products, Ltd., London, Ont., Canada. Engine valve tappets, automotive heating-ventilating systems, thread cutting screws, helical spring lockwashers, screw and washer assemblies, ground and automatic screw machine parts, Eaton 2-speed truck axles, small stampings, precision mechanical springs. W. A. Paterson, vice-pres., gen. mgr.; L. R. McCallum, vice-pres.-sales; A. R. Neilson, plant pur. agt.

Spring Perch Co., Lackawanna, N. Y. Motor truck leaf springs, automobile chassis springs, spring steel stampings. J. E. Fawcett, res. mgr.; E. C. Ehlers, plant pur. agt.

**ECHLIN MFG. CO.,** Rt. 1 at Alps rd., Branford, Conn. Automotive electrical parts. J. E. Echlin, pres., gen. mgr.; D. R. Williams, jr., vice-pres., wks. mgr.; Margaret Sundgaard, secy.; H. M. Leonard, vice-pres., treas.; A. E. Moeller, asst. sales mgr.; B. E. Sibley, pur. agt. **Det. Rep.**—A. T. Thorn, 14885 Kentfield ave. **Adv. Agcy.**—Humbert & Jones, New York, N. Y.

**ECONOMY ELECTRIC LANTERN CO., INC.,** 810 N. 6th ave., Sturgeon Bay, Wis. Flashing lantern, twin beam lantern, sealed beam lantern (all dry cell operated). Wiley P. Montgomery, pres.; R. A. Westrum, pur. agt. **Adv. Agcy.** — John B. Morrissey Co., Chicago, Ill. John B. Morrissey, acct. exec.

**EDELMANN & CO., E.,** 2332 Logan blvd., Chicago 47, Ill. Hydrometers, battery fillers, servicers, ignition timing lights, battery service kits, brass fittings, tools, jobbers and dealers brass fitting assortments, flexible lines, cooling system analyzers, pressure radiator caps, stainless steel gas tank caps, locking gas tank caps, fenderwell caps and regular radiator caps. R. Edelmann, pres.; J. Swift, works mgr.; K. R. Reifenberg, vice-pres.; D. M. Hanson, gen. sales mgr.; H. J. Lutz, pur. agt.; Martin Roth, traf mgr. **Adv. Agcy.** — Burlingame-Grossman, Chicago, Ill.

**EDWARDS IRON WORKS, Div., Copco Steel and Engineering Co.,** 2901 So. Main st., South Bend 23, Ind. Truck trailers, truck bodies and truck equipment. J. E. Beaudway, pres.; E. A. Sommer, vice-pres.; Wade Leslie, chge. of mfg.; Frank Kovatch, serv. mgr.; G. M. Stephens, parts and acct. mgr.; C. J. May, traf. mgr. **Adv. Agcy.**—Lincoln J. Carter Adv. Agency, 40 Sherland bldg., South Bend, Ind. L. J. Carter, acct. exec.

**EINSON FREEMAN CO., INC.,** Starr and Borden aves., Long Island City 1, N. Y. Window and instore displays of cardboard, vacuum formed plastic, etc. with or without light and motion for automotive and other manufacturers. N. J. Leigh, chmn., bd. of dir.; William H. Scoble, pres.; A. Hailparn, chmn. exec. comm.; Robert R. Wechsler, exec. vice-pres.; Helen Gorin, secy.-treas.; A. H. Schmitz, vice-pres., chge. prod. **Det. Rep.**—J. J. Wilber, 2075 Penobscot bldg. **Adv. Agcy.**—L. E. McGivena & Co., New York, N. Y.

**EIS AUTOMOTIVE CORP.,** N. Main st., Middletown, Conn. Hydraulic brake parts, hydraulic brake fluid, hydraulic brake master cylinders, hydraulic brake wheel cylinders, brake cables, brake tools. E. L. Schwarz, pres.; M. L. Schwarz, vice-pres.; J. W. Gilfix, treas.; B. M. Schwarz, secy.; Ross Chastain, sales mgr.; Coleman Weiss, asst. sales mgr. **Adv. Agcy.**—Furman Co., Inc., New York City.

**ELASTIC STOP NUT CORP. OF AMERICA,** 2330 Vauxhall rd., Union, N. J. Self-locking nuts. W. F. McGuinness, pres.; F. A. Hofmann, vice-pres.; A. G. Prangley, vice-pres., secy.; G. J. Oberst, treas.; D. E. Lally, gen. sales mgr.; D. B. Sorenson, asst. sales mgr.; Bruce F. Linck, sales prom. mgr.; E. F. Howell, pur. agt. **Det. Rep.**—Walter H. Riley, 2450 W. Maple, Birmingham, Mich. **Adv. Agcy.**—G. M. Basford Co., New York 17, N. Y. Sam Nuspliger, acct. exec.

**ELCO LUBRICANT CORP.,** Cleveland 9, O. Gear lubricants and lubricant additives. D. R. Barber, pres.; Wm. Cox jr., vice-pres.; H. W. Niemeir, secy. and treas.; George Hoffman, tech. dir.; R. K. Smith, sales mgr.; L. D. Taylor, pur. agt. **Det. Rep.**—W. J. Allard, 415 Fisher bldg., Detroit 2.

**ELECTRA MFG. CO.,** 4051 Broadway, Kansas City, Mo. Voltage regulators. Gordon Groth, pres.; V. A. Woodell, vice-pres. gen. mgr.; L. L. Sealy, sales mgr.; D. A. Aitken, pur. agt. **Adv. Agcy.**—Valentine Radford, Kansas City, Mo. James Jones, acct. exec.

**ELECTRIC AUTO-LITE CO., Toledo 1, O.**

(Continued)

# Who's Who in the Auto Industry

(Continued)

Products include batteries, bumpers, castings (grey iron), die castings (aluminum base and zinc base), generators, governors, horns, distributors, ignition coils, instruments and gauges, automotive lighting, metals (deep-drawn, rolled and formed), plastics, plastic and metal combinations, regulators, relays, spark plugs, starting motors, switches, windshield wipers, wire and cable, wiring assemblies, magnet wire, nameplates, pump motors, traction motors, industrial thermometers, stop-lite switches, window lifts, top-lift motors, seat adjuster mechanisms, as well as products for aircraft, agricultural, industrial and marine use. J. P. Falvey, pres.; H. E. Hasemeyer, vice-pres., mfg.; J. B. Fenner, vice-pres, compt.; C. M. Adams, J. A. Cappi, F. H. Drummond, T. W. Flood, R. D. Kelly, J. H. Lambrix, L. H. Middleton, R. Twells, L. A. Wine, G. A. Kessel, J. T. Moore jr., F. M. Wistert, R. E. Valk, vice-presidents; I. O. Goodnight, treas.; F. J. Kennedy, vice-pres., secy.; D. B. Seem, vice-pres. and dir. of adv.; R. H. Bayer, asst. compt. and secy.; C. W. Meyer, asst. treas.; W. E. Blank, vice-pres., mktg.; D. J. Holmes, traf. mgr. **Det. Office**—New Center Bldg. **Adv. Agcy.**—Grant Advertising, Detroit, Mich. Gordon Miller, Joseph Wilson, acct. execs.

**ELECTRIC AUTO-LITE CO., THE, Wire and Cable Div.**, 3529 24th st., Port Huron, Mich. Magnet, battery and high tension cables, primary and aircraft wire, wiring harnesses. Toledo Office, J. P. Falvey, pres.; R. E. Valk, vice-pres., group exec.; F. J. Kennedy, secy.; I. O. Goodnight, treas.; D. B. Seem, adv. mgr.; Port Huron Office: E. A. McNally, plant manager; D. M. Skirving, sales mgr.; K. L. Gackel, asst. sales mgr.; R. A. Barker, mgr. of engrg.; A. L. Bailey, pur. agt.; E. MacDonald, traf. mgr. **Adv. Agcy.**—Grant Advertising, Inc., 2900 Guardian bldg., Detroit.

**ELECTRIC AUTOPULSE DIV., Walbro Corp.**, 218 East Dowland st., Ludington, Mich. Electric fuel pumps. W. E. Walpole, pres.; N. M. Hurry, vice-pres. sales; H. Brandt, secy.-treas. **Adv. Agcy.**—Campbell Co., Ann Arbor, Mich.

**ELECTRIC SPRAYIT DIV. OF THOMAS INDUSTRIES, INC.**, 410 South Third st., Louisville 2, Ky. Plant at Sheboygen, Wisc. Air compressors, portable paint sprayers. Lee B. Thomas, pres.; E. A. Eklund, secy.; Frank Doyle, treas.; Raymond H. Mathisen, asst. secy.; A. E. Eggers, adv. mgr.; T. R. Fuller, gen. sales mgr.; Henry Holmer, chief engr.; Robert Bohnsack, Charles Troxell, plant mgr. **Adv. Agcy.**—Henri, Hurst & McDonald, Inc., 121 W. Wacker dr., Chicago 1, Ill. Al Stone, acct. exec.

**ELECTRIC STORAGE BATTERY CO., THE**, 42 South 15th st., Philadelphia 2, Pa. Storage batteries for all types of automotive equipment, aircraft, marine and industrial applications. C. F. Norberg, pres.; C. G. Grimes, dir. of research; K. W. Green, dir. of pur. **Automotive Div.**, 246-286 E. 131st st., Cleveland 8, O. H. R. Trees, gen. mgr.; H. N. Roberts, gen. sales mgr.; T. G. Tynan, mgr., repl. sales, proprietary brands; J. P. Casserly, mgr., nat. accts. sales; G. W. Linn, mgr., adv. & prom.; F. J. Port, mgr. of mfg.-engrg.; J. F. Macholl, mgr. of engrg.; R. M. Stadick, gen. traf. mgr.; D. A. Campbell, pur. agt. **Det. Rep.**—L. P. McCarthy and W. Duncan, 10600 Puritan ave.

**ELECTRO PRODUCTS CO.**, 445 East 189th st., New York 58, N. Y. Complete line of automotive test equipment. Exhaust gas analyzers, mileage testers, tachometers. Testers for batteries, coils, condensers, distributors, generators, regulators, resistors, starter motors, etc. A. J. Florio, gen. mgr.; J. Foggan, serv. mgr.; M. Crisci, prod. mgr.

**ELGIN MACHINE WORKS, INC.**, 412 No. State, Elgin, Ill. Automotive replacement parts. Martin Skok sr., pres. and gen. mgr.; Martin Skok jr., vice-pres.; Frances Skok, secy.; Frieda Burren, treas. **Adv. Agcy.**—Wayne Rogers, 57 E. Jackson blvd., Chicago, Ill.

**ELKHART WELDING & BOILER WORKS, INC.**, 2132 S. Main st., Elkhart, Ind. House trailer chassis and boltfast hitches. A. M. Bock, pres. and gen. mgr.; G. L. Bock, vice-pres.; Douglas D. Bock, secy.; Wallace B. Bock, treas.; DeVon L. Franklin, plant supt.

**ELLIS CO., THE**, 11676 East Nine Mile rd., Warren, Mich. "UNICUT" tire regrooving machine. J. H. Ellis, pres., sales mgr.; Wilbur Rollet, mgr. **Det. Rep.**—J. H. Ellis, 11676 East Nine Mile rd., Warren, Mich.

**ELLIS MILLS, INC., A. D.**, Monson, Mass. Upholstery fabrics, wool broadcloths, Bedford cords. D. W. Ellis, pres.; E. Hobson, gen. sales mgr.; R. L. Gibson, secy.; D. W. Ellis jr., treas. **Det. Rep.**—L. J. Colby, 710 Fisher bldg.

**EMEROL MANUFACTURING CO., INC.**, 242 West 69th st., New York 23. Oil additives. W. G. Pierce, pres.; J. W. McCants, gen. sales mgr. **Adv. Agcy.**—Bass & Co., Inc., 50 Broad st., New York 4, N. Y.

**EMESS TOOL & CHEMICAL CORP.**, 11 Warren st., New York 7, N. Y. Metal spray gun, cold tinning mercury paste, solvent. Morris M. Savedoff, pres.

**EMKAY, INC.**, 6850 Cottage Grove, Chicago 37, Ill. Automobile leasing. Michael Braude, pres.; Paul Hartrich, secy., treas. and gen. mgr.; Larry Somerman, mgr., inven. dept., chge. of car pur. and sales; Ernst Sielaff, lease sales mgr.

**ENGINE ACCESSORIES MFG. C.**, 5801 E. Beverly blvd., Los Angeles 22, Calif. Auto timer, triple-fire spark plugs, striping and Wiend-O-Cals, fuel pressure regulator, gane air-flow needles, octa-gane water injector, improved lifetime bronze filters, brakekote. Ernest J. Newhouse, pres.; Bobbie O'Boyle, secy.; John Beach, gen. mgr.; John Merlino, plant mgr.; Walter Wall, works mgr. **Adv. Agcy.**—Vanderboom, Hunt, McNaughton, Inc., Los Angeles.

**ENGINEERING DIV., CHRYSLER CORP.**, 12800 Oakland Ave., P. O. Box 1118, Detroit 31, Mich. Complete engineering service (including design and testing of all Chrysler Corp. automotive products). James C. Zeder, vice pres.—engr. and special advisor to pres.; Paul C. Ackerman, vice-pres., Chrysler Corp. and dir. of engr.; Virgil M. Exner, vice-pres. and dir. of styling; H. R. Steding, exec. engr.—product programming; Ernest P. Lamb, exec. engr.—administration; Robert Anderson, exec. engr.—car chassis, electrical, and truck engrg.; Alan G. Loofbourrow, exec. engr.—prod. devel. and planning; Karl Pfeiffer, exec. engr.-labor and vehicle testing; George J. Huebner, exec. engr.—research; Clifford B. Doty, exec. engr.—body; W. M. Schmidt, exec. stylist.

**ENGLER INSTRUMENT CO.**, 250 Culver ave., Jersey City 5, N. J. Hubodometer, AC hour log, DC hour log, industrial travel log, automotive travel log, AC hour meters, DC hour meters, wink counter. Howard G. Engler, pres.; Clifford E. Engler, vice-pres. **Adv. Agcy.**—Ray Ellis Advertising, Chatham, N. J.

**ENGWALD CORP., THE**, 125 Sheridan blvd., Inwood, L. I., N. Y. Carbon monoxide exhaust system (garage exhaust), welding fume exhausters, blower units. Alfred Engelmann, pres.; G. Mueller, chf. engr.; Martin Siegel, secy.-treas. and gen. mgr.; Edward Raman, works mgr. **Adv. Agcy.**—Zam Kirshner, Inc., New York 36, N. Y. Iz Zam, acct. exec.

**ENJAY COMPANY, INC.**, 15 West 51st st., New York 19, N. Y. Butyl rubber that can be used in over 100 places in the construction of automobiles. Combines high resistance to aging, abrasion, tear, chipping or cracking, ozone or corona, chemicals and gases, heat, cold, sunlight, and moisture. O. V. Tracy, pres.; A. B. Boehm, exec. vice-pres.; W. H. Peterson, mgr., Butyl div.; J. P. Haworth, Eastern div. mgr.; W. F. Wadt, Western div. mgr. **Det. Rep.**—G. H. Lowden, 16301 W. Seven Mile rd., Detroit 35. **Adv. Agcy.**—McCann-Erickson, Inc., New York, N. Y.

**ENSAMBLAJE VENEZOLANA, CARACAS, VENEZUELA. Assembly plant.** Plymouth, Dodge, DeSoto and Chrysler passenger cars. Dodge, DeSoto and Fargo trucks. J. S. Ross, manag. dir.; H. M. DeMeyer, mgr. finance.; N. Kelley jr., J. S. Ross, H. M. DeMeyer, J. P. Phelps, M. R. Angulo, directors.

**EQUIPMENT MANUFACTURING, INC.**, 21550 Hoover rd., Detroit 5, Mich. Racks—stacking type, metal fabricating, material handling equipment, railroad shipping car equipment. E. A. Skae, pres.; L. G. Burgess, vice-pres., treas., gen. mgr.; D. H. Burgess, secy.; F. B. Hilliger, vice-pres. in chge. sales; A. J. Nagy, adv. mgr.; R. Wroblewski, chief engr.; T. A. Adams, pur. agt.; L. A. Scherer, traf. mgr. **Adv. Agcy.**—Denman and Baker, Inc., 1012 Buhl bldg., Detroit, Mich.

**EQUIPTO DIV., Aurora Equipment Co.**, Aurora, Ill. Steel shelving, parts bins, counters, sales tables, work benches, tool toters, stock carts, toolroom equipment, lockers and display tables. John C. Dunham, pres.; Floyd D. Keck, vice-pres.; M. L. Dunham, secy.; Paul Streit, dir. of sales; Jack Rice, pur. agt. **Adv. Agcy.**—Arthur Mogge Co., Chicago, Ill.

**ERCO PLANT NUCLEAR PRODUCTS, Div. of ACF Industries, Inc.**, Riverdale, Md. Sheet metal fabrication, automatic riveting and forming machinery, electronics, missile and ordnance ground handling equipment, special purpose computers, aircraft and missile training equipment. Dr. M. G. Holloway, pres.; Conan J. Doyle, mktg. mgr.

**ERO MANUFACTURING CO.**, 714 W. Monroe, Chicago 6, Ill. Automobile seat covers, luggage carriers and covers, wedge cushions. Howard F. Leopold, pres. and chmn. of bd.; Wm. Heiman, vice-pres.; R. P. Keckeisen, treas.; Chas. D. Satinover, secy.; J. Schnadig, gen. mgr.; Guy Austin, chief engr.; M. Gordon, pur. agt. **Adv. Agcy.**—J. H. Fisher Associates, Chicago, Ill.

**ESSO STANDARD OIL CO.**, 15 West 51st st., New York 19, N. Y. Petroleum and petrochemical products. S. C. Hope, pres.; Wm. Naden, exec. vice-pres.; B. L. Ray, vice-pres., mktg.; R. H. Scholl, G. W. Poorman, O. V. Tracy, H. J. Voorhies, vice-presidents; W. F. Quick, secy.; L. R. Moore, treas.; R. M. Gray, adv. mgr.; E. K. Atkinson, serv. sta. sales div. mgr.; A. J. Kelly, gen. mgr., pur. dept.; R. A. Appleman, gen. traf. mgr.; B. F. Meglaughlin, pub. rel. mgr. **Det. Rep.**—Penola Oil Co., 14300 McNichols rd W. **Adv. Agcy.**—McCann-Erickson, Inc., New York, N. Y. R. J. Farricker, vice-pres. adv.

**ETHYL CORP.**, 100 Park Ave., New York 17, N. Y. Products: Gasoline antiknock compounds, diesel ignition improver, gasoline control compound, oil soluble dyes, sodium (metallic), propyl nitrate, ortho-alkylated phenol antioxidants, ethyl chloride, ethylene dichloride and hydropolymer oil. E. L. Shea, chmn. of bd.; B. B. Turner, pres.; J. A. Costello, M. P. Murdock, J. H. Schaefer and G. F. Kirby, vice-presidents; W. R. Perdue, vice-pres., and treas.; J. J. Frey, asst. vice-pres., sales.; S. T. Pruitt, mgr., domestic sales; R. B. Weston, mgr. of adv. and sales prom.; R. K. Scales, gen. mgr., resch. labor, at Detroit; G. O. Hayes, gen. mgr. mfg. dept. and employe rel. dept.; D. M. Guy, dir. tech. serv.; H. J. Gibson, tech. dir. resch. labor. Detroit; E. Bartholomew, direc. tech. staff, Detroit; W. G. Lovell, dir. chem. resch., Detroit; R. V. Kerley, dir. prod. application; B. R. Jones, mgr. passenger car div.; C. E. Colvin, dir. of pur. and traffic, Baton Rouge; J. E. Boudreau, dir. pub. rel.; C. H. Zeanah, asst. dir. pub. rel.; G. O. Hayes, gen. mgr. mfg. and employe rel. depts. **Adv. Agcy.**—Petroleum Industry, U. S. and foreign (other than Canada); Young & Rubicam, Inc., 285 Madison ave., New York 17, N. Y. G. T. Sewall, acct. exec. Petroleum Industry, Canada—H. F. Stanfield, Ltd., 67 Richmon st., West, Toronto, Ont., David S. Evans, acct. exec.; Chemicals—H. B. Humphrey, Alley & Richards, Inc., 370 Lexington ave., New York 17, N. Y. H. O. Nadler, acct. exec.

**EVANS PRODUCTS CO.**, 13101 Eckles rd., Plymouth, Mich. Auto-loaders, D-F loaders (freight cars), bicycles and velocipedes, truck and bus heating and ventilating equipment, Evanear plywood, Douglas fir lumber, molded plywood products, chair backs, battery separators, metal stampings. E. S. Evans jr., pres.; R. B. Evans, (new products development); Ben Colman, (loading and stampings div.), vice-pres.; J. M. Russell, controller; G. M. Shueder, vice-pres. and wks. mgr.; Harvey Chapman, chief engr.; E. W. Peterson, (loading div.); F. A. Keihn, vice-pres. (bus and truck heating and vent. div.); G. Faurie, (bicycles and velocipede); W. J. Ritchie, vice-pres., (West Coast div.), sales mgrs.; J. W. Cheetham, dir. of pur.; Howard Stine, serv. mgr.; S. Hudson, mgr. adv., sales prom., pub. rel.

**EXCEL CORP.**, 1120 N. Main st., Elkhart, Ind. Auto CV vent wings, front and rear framed door window assemblies, rear framed quarter window assemblies, framed back light assemblies, trailer sash, bus sash, truck CV vent wings and framed door window sash, radiator grilles, mobile home window assemblies, roll sections, small stampings and assembly work. Harold Edwards, chmn. of the bd.; D. L. Rutter, pres.; T. W. Holt, vice-pres.; L. W. Fritz, treas.; O. M. Edwards, secy.; R. E. Flanders, sales mgr., auto and truck; H. E. Ruppert, sales mgr., bus, mobile homes, misc.; R. Henrickson, pur. agt.; J. R. Wiley, admn. engr. **Det. Office**: Fisher bldg., Detroit 2, Mich. John C. Gilmer and J. B. Devany, sales representatives.

**EXCEL BODY CORP.**, Durant, Okla. School and passenger bus bodies. M. C. Murrell, pres.; J. L. Ferguson, exec. vice-pres.; C. L. Wiggs, vice-pres., secy.; E. A. Tate, works mgr.; J. H. McPherson, sales.

**EX-CELL-O CORP.**, 1200 Oakman blvd., Detroit 32, Mich. Standard precision boring, turning and facing machines; cam type precision boring machines; special purpose production machines; precision thread grinders; tool grinders; Jet blade finishing machines, vertical precision boring machines, vertical precision contouring machines; lapping machines; hydraulic power units; grinding spindles; railroad pins and bushings; broaches and cutting tools, drill jig bushings; aircraft and miscellaneous production parts; dairy equipment, rotary torque actuators. H. Glenn Bixby, pres. and gen. mgr.; James K. Fulks, exec. vice-pres.; Milton H. Montgomery, vice-pres. of mfg.; Donald H. McIver, vice-pres. of ind. sales; George D. Scott, vice-pres. of pure-pak sales; Earl E. Conlin, secy.-treas.; Jack Mustard, asst. gen. sales mgr.; Ind. div.; Robt. W. Ford, sales mgr., machy. div.; Herbert A. Knack, sales mgr., cutting tool div.; R. A. Lodge, asst. sales mgr.; Arthur E. Schulz, adv. mgr. ind. div.; Norman A. Heldt, serv. mgr.; Gilbert D. Stewart, chief engr., machinery div.; Fred D. Sicklesteel, pur. agt. **Adv. Agcy.**—Holden Chapin LaRue, Inc., Detroit, Mich. R. LaRue, acct. exec.

**EXCELSIOR VARNISH, INC.**, 1219 W. 74th st., Cleveland 2, O. Paints, enamels, varnishes, production finishes, glazing and caulking compounds, floor waxes, cleaners and polishes. Paul W. Vick, pres., treas.; Charles Vick, vice-pres.; Frank Heinz, asst. secy.; E. H. Kluth, gen. mgr.; William T. Johnson, traf. mgr. **Det. Rep.**—Walter F. Wright, 3408 W. Seven Mile rd.

**EXECUTIVES SELECTION & TRAINING INSTITUTE**, 958 Maccabees bldg., Detroit 2, Mich. Aptitude testing, men finders, executive personnel specialists, sales training, business speaking training, resumes. Daniel L. Beck, owner.

**EXECUTONE, INC.**, 415 Lexington ave., New York 17, N. Y. Intercommunication systems, voice paging systems and service dispatcher systems. P. H. Seaman, pres.; N. A. Karr, treas.; C. Walter, vice-pres.; E. Brody, gen. sales mgr.; H. Federbush, adv. and sales prom. mgr. **Det. Rep.** — Executone Co. of Detroit, 14032 Fenkell, Detroit 27, Mich. **Adv. Agcy.**—Joseph Katz Co., New York City.

**EXELLO ACCESSORIES MANUFACTURERS, INC.**, 81 Madison ave., Hempstead, N. Y. Brass compression, flared, inverted flared, double compression and pipe thread fittings, flexible gas, oil, grease, vacuum and oil filter lines; rigid steel hydraulic brake lines; copper gas and oil lines; copper tubing; tubing equipment. Arnold E. Alberga, pres., sales mgr.; William G. Alberga, vice-pres., gen. mgr.

**EXIDE AUTOMOTIVE DIVISION, The Electric Storage Battery Company**, 246-286 E. 131st st., Cleveland 8, O. Storage batteries and battery service equipment. W. Miller, sales mgr.; J. P. Casserly, mgr., national accts. sales. **Det. Rep.**—W. Duncan, 10600 Puritan ave.

## F

**F & B MFG. CO.**, 4245 W. Chicago ave., Chicago 51, Ill. Complete line of automotive ignition replacement parts for all makes of vehicles. John Filko, pres.; Harold Rapp, treas.; R. W. Bossardt, sales mgr. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago 6, Ill.

**FABRIC MFG. CO., INC.**, 97 Chestnut st., New 5, N. J. Automobile seat covers, auto accessories and carpeting. H. Genis, pres.; J. G. Abrams, sales mgr.

**FABRICON PRODUCTS, Div. of Eagle Picher Co.**, 1721 Pleasant ave., River Rouge 18, Mich. Fibreboard door and trim panels; glove box and dash insulator assemblies, sound insulating and padding materials. L. A. Fisher, pres. and gen. mgr.; G. L. Keller, asst. gen. mgr.; J. A. Martin, sales mgr. (auto div.); A. C. Zimmerman, comptr.; F. Altman, chief engr.; G. C. Barber, dir. pur. **Plastic Div.** Plastic molded parts and assemblies for heater and air conditioning units. J. T. Galvin, sales mgr.

**FABRICS, INC.**, 515 Bell st., Montgomery, Ala. Mendy tractor cushions. Hilliard Aronov, pres.; Herman Aronov, secy. **Adv. Agcy.**—James Advertising Agency, Montgomery, Ala.

**FABRISTEEL PRODUCTS, INC.**, 21500 W. Eight Mile, Detroit 19, Mich. Clinch nuts, pierce nuts, feeding equipment, attaching machines. John H. Steward, pres., sales mgr.; Jerry H. Steward, vice-pres.; Joseph H. Steward, secy., treas. and gen. mgr.; C. A. Steward, works mgr.; William Belt, asst. sales mgr.; Frank Wascher, chief engr.

**FACIT, INC.**, 404 Fourth ave. New York 16, N. Y. Calculators, typewriters, adding machines. Erik A. Ohlsson, pres.; George W. Haag, gen. sales mgr.; Albert J. Ackley, adv. mgr.; Bengt Ljungquist, serv. mgr. **San Francisco office**: 225 Montgomery st., Karl Siewert, vice-pres. and mgr. **Adv. Agcy.** — Anderson & Cairns, Inc., 488 Madison ave., N. Y. Lansing Moore, acct. exec.

**FADEX COMMERCIAL CORP.**, 487 Park ave., New York 22, N. Y. U. S. distributors: BMW ISETTA car (Bayerische Motoren Werke AG, Munich, Germany) Tempo Works, Hamburg, Germany—Viking and Matador brands. Fred R. Oppenheimer, pres., treas.; Kenneth Kaufman, vice-pres.; James G. Rogers jr., secy.

**FAFNIR BEARING CO.**, Booth st., New Britain, Conn. Ball bearings, ball bearing power transmission units. S. M. Cooper, chmn. bd.; C. G. Rosensweig, pres.; K. T. Middleton, vice-pres., secy., treas.; C. F. Stanley, vice-pres., chge. of sales; H. F. Cooper, vice-pres. and works mgr.; R. W. Powell, gen. sales mgr.; D. M. Davidson, asst. sales mgr.; F. Leister, vice-pres., chge. of engrg.; H. P. Knowles, pur. agt. **Adv. Agcy.**—Noyes & Co., Providence, R. I. G. G. King, acct. exec.

**FAIRFIELD MFG. CO.**, Route 52 S. Lafayette, Ind. Differentials, spiral bevel gears, hypoid gears, straight bevel gears, spur gears, helical gears, worm gears. E. M. Heinmiller, pres., gen. mgr., treas.; Mrs. Rochester Baird, vice-pres.; D. H. Crouse, wks. mgr.; D. W. Owens, sales and adv. mgr.; M. L. Munson, chief engr.; W. C. Nichelson, pur. agt. **Adv. Agcy.**—Armstrong Adv. Agency, Chicago, Ill.

**FAIRMOUNT TOOL & FORGING, INC.**, 10611 Quincy ave., Cleveland 6, O. Mechanic's hand service tools. Ralph F. Peo, pres.; E. L. Spencer, vice-pres., gen. mgr. **Adv. Agcy.**—Comstock Co., Buffalo, N. Y. Earl Close, acct. exec.

**FALLON INDUSTRIES**, 17695 Filer, Detroit 12, Mich. Investment castings ferrous and non-ferrous, shell mold castings, broaching and machine work. Albin Fallon, pres.; Chester Fallon, vice-pres.

**FARBACH CHEMICAL CO.**, 4208 Airport rd., Cincinnati, O. Hand cleaner, white wall spray and cleaner, Hi-heat brazing flux. Howard Farbach, pres.; Laura Farbach, vice-pres.; Betty J. Metz, pur. agt. **Det. Rep.**—Edgar J. Ward, 920 Pinecrest dr., Ferndale, Mich. **Adv. Agcy.**—Louis D. Mueller, Inc., Cincinnati, O. Louis D. Mueller, acct. exec.

**FARGO DIV., Chrysler Motors Corp.**, 341 Massachusetts, Highland Park, Mich. Fleet sales of Chrysler Corp. cars and trucks. R. L. Biggers, pres.; W. C. Hanway jr., mgr. ntl. fleet sales; N. W. Siedel, dir. fleet mktg.; J. C. Maddox, mgr. fleet planning sales; F. R. Kadie, dir. govt. sales; R. B. Christiansen, serv. mgr.; R. M. Brown, mgr. fleet sales dev.; J. A. Caulfield, govt. sales mgr.

**FASCO INDUSTRIES, INC.**, 400 Davis st., Rochester 2, N. Y. Hydraulic stop-light switches, circuit breakers. H. P. Toppin, chmn. of the bd.; H. M. Sylvester, pres. and gen. mgr.; H. M. Sylvester, jr., vice-pres., secy.; J. W. Gasink, vice-pres., treas.; R. W. Gysel, vice-pres., mfg.; P. M. Byam, chief engr.; C. E. Weiland, pur. agt.; C. L. Anderson, traffic mgr.; L. P. Kruze, pub. rel. dir. **Det. Rep.**—A. Kochanski. **Adv. Agcy.**—Scrivener & Co., Rochester, N. Y. A. Scrivener, acct. exec.

**FASTEX DIV. of Illinois Tool Works**, 195 Algonquin rd., Des Plaines, Ill. Molding clips, speed nuts, springrip fasteners, stamped gears, quick fasteners, special stampings: plasti: rivets, grommets, rings, plugs, supports, Plastinite strain-relief grommet and special plastic parts. Harold Byron Smith, pres.; Eugene W. Fuller, J. B. O'Connor, E. W. Shipman, vice-presidents; J. R. Russell, secy.; Silas S. Cathcart, gen. mgr.; F. J. Machac, works mgr.; J. D. Norman, sales mgr.; W. R. Black, exec. engr.; A. L. Froehlich, pur. agt.; Jay Tomlin, pub. rel. mgr.; K. G. Peters, adv. mgr. **Det. Rep.**—John E. Lane, 1403 East State Fair, Detroit 3. **Adv. Agcy.**—Waldie and Briggs, Inc., 221 N. LaSalle st., Chicago 1, Ill. R. M. Wall, acct. mgr.

**FEDDERS-QUIGAN CORP.**, 57 Tonowanda st., Buffalo, N. Y. Automotive radiators and car heaters. Salvatore Giordano, pres.; U. V. Muscio, vice-pres.; J. Terpak, chief engr. Automotive div.; J. M. Heimerl, pur. mgr.; W. W. Reeves, sales mgr. Automotive div.

**FEDERAL BEARINGS CO., INC.**, Fairview ave., Poughkeepsie, N. Y. Ball bearings. George R. Bennett jr., pres., treas., Dan G. Fichter, vice-pres., secy.; Fred Horlacher, works mgr.; E. C. Sweeney, sales and adv. mgr.; R. L. Denney, asst. sales mgr.; Charles Lansdale, serv. mgr.; Fred Recknagel, chief engr.; E. Wallin, pur. agt.; R. Wright, traf. mgr. **Det. Rep.**—Fred Glass, 2640 Book Tower, Detroit, Mich. **Adv. Agcy.**—Mack LeBlang, Adv., 720 5th ave., New York, N. Y.

**FEDERAL INDUSTRIES, Div. of Textron, Inc.**, Main st., Belleville 9, N. J. Coated fabrics for seat covers, car upholstery and convertible tops. Louis M. Plansoen, pres., treas.; John W. F. Young, exec. vice-pres.; W. Breithaupt, works mgr.; Richard Post, adv. mgr.; Paul B. Grosjean, pur. agt.; Ernest Seaman, chief chemist. **Det. Rep.**—R. G. Olson, New Center bldg., Detroit. **Adv. Agcy.**—Iverson & Ford, New York, N. Y.

**FEDERAL-MOGUL DIVISION, Federal-Mogul-Bower Bearings, Inc.**, 11031 Shoemaker ave., Detroit 13, Mich. Sleeve bearings, bushings, washers, similar precision parts. R. E. Klare, gen. mgr.; H. F. Dixon, chief engr.; K. W. Warren, sales mgr.; T. J. Marshall, asst. sales mgr., adv. mgr.; G. J. LeBrasse, research dir.; R. C. Carson, dir. of pur. Plt. mgr.; J. M. Haney (Cleveland), C. F. Brown (Greenville), J. Downing (Mooresville), W. C. Robertson (St. Johns). **Adv. Agcy.**—Fred M. Randall Co., Detroit 26. H. Ross Mack, acct. exec.

**FEDERAL-MOGUL-BOWER BEARINGS, INC.**, 11031 Shoemaker ave., Detroit 13, Mich. Sleeve, ball, and roller bearings, bushings, thrust washers, oil seals. H. Gray Muzzy, chmn. of bd.; S. A. Strickland, vice-chmn.; G. S. Peppiatt, pres.; E. Olney Jones sr., vice-pres. and secy.; T. L. Camp, vice-pres., gen. mgr. Federal-Mogul Service; R. I. Marquis, vice-pres., ind. rel.; R. S. Strickland, vice-pres., sales, mktg.; S. E. MacArthur, treas.

**FEDERAL MOTOR TRUCK CO., Div. of Napco Industries, Inc.**, Seventh st., North Lyndale, Minneapolis 11, Minn. Motor trucks (gasoline and diesel), special vehicles, military and commercial. Max E. Rappaport, pres.; Fred Rappaport, exec. vice-pres.

**FEDERAL PRODUCTS CORP.**, 1144 Eddy st., Providence 1, R. I. Gages, precision measuring instruments and test indicators. F. E. Tanner, pres., gen. mgr.; H. E. Joslin, vice-pres. chge. prod.; T. L. Johnson, vice-pres. chge. res. and dev.; L. B. Colt, vice-pres., chge. sales; M. H. MacInnes, secy.-treas.; L. A. Hunt, mgr. sales prom. and adv.; G. H. Wilson, asst.; H. A. Johnson, chf. engr.; H. A. Gilson, pur. agt.; C. Pike, serv., parts and acc. mgr.; H. Mason, traf. mgr.; F. J. Rice, pub. rel. mgr. **Det. Sales Mgr.**—A. M. Grant, 14340 Puritan ave., Detroit 27. **Adv. Agcy.**—Horton, Church & Goff, Inc., 123 Georgia ave., Providence 5, R. I. Carleton Goff, acct. exec.

**FEDERAL SCREW WORKS**, 3041 Martin ave., Detroit 10, Mich. Nuts, bolts, screws and screw machine products. B. L. Norton, pres.; S. R. Booker, exec. vice-pres.; R. R. Bever, vice-pres. sales; Lawton J. Steger, vice-pres. sched. and plan. Chelsea div.; F. J. Sullivan, secy. and treas.; R. G. Baldwin, pur. agt. Detroit div., Marie Barr, jr., pur. agt. **Det. Rep.**—Federal Screw Sales, 1664 National Bank Bldg.

**FEDERATED METALS DIV., American Smelting and Refining Co.**, 120 Broadway, New York 5, N. Y. Non-ferrous metals and alloys. R. D. Bradford, vice-pres.; F. W. Farnow, acting gen. mgr.; A. M. Callis, sales mgr.; E. Friedlander, adv. mgr. **Adv. Agcy.**—Needham, Louis & Brorby, Inc., 730 Fifth ave., New York 19, N. Y. Graham Rohrer, acct. exec.

**FEINBERG TEXTILE CO.**, 2832 E. Dauphin st., Philadelphia 25, Pa. Converters of automotive fabrics, cottons and rayons. Charles Feinberg and Myron Feinberg, partners.

**FELLOWS GEAR SHAPER CO.**, River st., Springfield, Vt. Gear shapers and cutters, gear hobbing machine and hobs, gear shaving machines and shaving tools, gear grinding machine, gear lapping machines and laps, gear burnishing machines and gears, cold forming machine, gear measuring and testing equipment, thread generators, master gears, plastic injection molding machines. E. W. Miller, pres.; R. M. Fellows, first vice-pres. and treas.; W. H. Dodge, factory mgr.; E. R. Fellows II, vice-pres. and gen. mgr.; R. M. Knox, asst. to pres.; G. H. Sanborn, gen. sales mgr.; H. B. Flinn, pub. mgr.; N. L. Cobb, chief engr.; R. N. Roberts, pur. agt.; G. W. Blake, traf. mgr.; John Morton, pub. rel. mgr. **Det. Rep.**—A. R. Tobin, 1048 N. Woodward ave., Royal Oak, Mich. **Chicago Rep.**—G. J. Black, 5835 W. North ave. **N. Y. Rep.**—H. W. Nickerson, 150 West Pleasant ave., Maywood, N. J. **Los Angeles Rep.**—F. D. Sanborn, 6214 W. Manchester ave. **Adv. Agcy.**—Hicks & Greist, New York, N. Y. K. A. Hamilton, asst. exec.

**FELT PRODUCT MFG. CO.**, P. O. Box 8609, 7450 McCormick blvd., Chicago 80, Ill. Gaskets, oil seals and packings. A. Mecklenburger, pres. and gen. mgr.; L. C. Weinberg, vice-pres. and wks. mgr.; E. H. Mecklenburger, secy.; C. H. Morris, treas.; Elliot Lehman, vice-pres., sales and adv. mgr.; R. C. O'Keefe, pur. agt.; O. Torno, traf. mgr.; S. L. McCandless, pub. rel. mgr. **Det. Rep.**—D. S. Crampton, H. O. Dixon, 19932 Livernois. **Adv. Agcy.**—Hanson & Stevens, Inc., 11 N. Wacker dr., Chicago 6, Ill. B. F. Stevens, acct. exec.

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**FIAT MOTOR CO., INC.**, 500 Fifth ave., New York 36, N. Y. Fiat automobiles. V. A. Garibaldi, pres., treas.; E. Garfield, vice-pres., secy.; G. M. Calvi, gen. mgr.; M. Pittaluga, eastern sales mgr.; G. Foggini, western sales mgr.; G. Gallo, asst. sales mgr.; G. Sguazzini, serv. mgr.; E. Zileri, chief engr.; Pasqua, parts & acc. mgr. **Adv. Agcy.** — St. Georges & Keyes, New York, N. Y.

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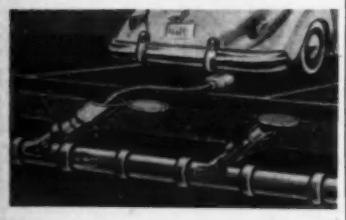

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**FIRMAN LEATHER GOODS CORP.,** 111 Eighth ave., New York 11, N. Y. Mfgs. of Maximilian Bonded Luggage. Ladies' and men's matched automobile luggage. Philip D. Firman, pres.; Milton Wynn, vice-pres., sales mgr.; Jay Firman, secy.-treas.; Harriet Oken, asst. sales mgr.

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**FIRTH STERLING, INC.,** 3113 Forbes, Pittsburgh 30, Pa. High speed steels, tool and die steels, stainless specialties, high temperature alloys and cermets, Sintered Tungsten and chromium carbides. K. D. Mann, pres.; R. Logie, exec. vice-pres.; T. G. Barnes, vice-pres., sales; J. T. O'Brien, vice-pres., prod.; H. R. Huemme, secy.-treas.; C. C. Krogh, mgr., carbide sales; T. E. Pickering, adv. mgr., sales prom. mgr.; E. W. Kalb, mgr. steel sales; H. K. Stern, pur. agt. **Det. Rep.**—John S. Roller, mgr., 8330 W. Chicago Bldv. **Adv. Agcy.**—Marsteller, Rickard, Gebhardt & Reed, Pittsburgh, Pa. Fortun Weber, acct. exec.

**FISH CARBURETOR CORP.,** P. O. Box 1751, Daytona Beach, Fla. Carburetors, mileage testers, sports car accessories and speed equipment. J. Robert Fish, pres. and sales mgr.; Madelyn B. Welch, secy.; Aelred B. Fish, treas.

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**FISK TIRES, Div. of United States Rubber Co.,** Rockefeller Center, New York 20, N. Y. Passenger car tires and tubes; truck, bus and tractor tires and tubes. H. John W. McGovern, pres.; W. M. Doughtery, secy.; Frank J. McGrath, treas.; G. Raymond Cuthbertson, vice-pres., gen. mgr. tire div.; J. A. Boll, sales mgr.; L. B. Lillie, asst. sales mgr.; W. F. Beardsley, mdse. mgr.; P. F. Lee, sales oprns. mgr.; H. L. Meier, adv and sales prom. mgr. **Det. Rep.** — A. G. Richtmyer, 2121 W. Fort st. **Adv. Agcy.**—Fletcher D. Richards, Inc., New York, N. Y.

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**FLEX-O-TUBE, Div. of Flexonics Corp.,** 2525 Jim Daly rd., Inkster, Mich. Flexible rubber fuel lines, oil lines, brake hose assemblies, hydraulic steering. J. Wood, sales mgr.; J. Thomas, chief engr.; R. Ramsaler, asst. to sales mgr. **Det. Rep.**—A. W. Palmer, 2525 Jim Daly rd.

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**FLOWER CITY SPECIALTY CO.,** 158 Hollenbeck st., Rochester 1, N. Y. Tire chain links, self-closing Monkey Links. Harold J. Nagle, pres.; Reginald A. Nagle, vice-pres., treas.; Herman Ostrye, pur. agt.

**FLXIBLE CO., THE,** N. Water st., Loudonville, O. Intercity and transit buses, special display and Land Cruiser coaches, bus seats, coin-operated and regular lockers, automatic merchandising machines, reinforced plastics, lubricants. C. F. Kettering, chmn. of bd.; H. H. Young, pres. and gen. mgr.; R. D. Mayer, secy.-treas.; Thomas P. Butler, exec. vice-pres.; R. H. Casner, vice-pres. and asst. gen. mgr.; H. S. Young, vice-pres., mfg.; W. S. Roach, vice-pres., engrg. and ind. rel.; J. J. Dudte, sales mgr. coaches; O. B. Tuggle, sales mgr., indl. div.; P. H. Dudte, mgr., parts and serv.; Harold Hilty, mgr., serv.; R. D. Neiderhiser, chief research and experimental engr. **Adv. Agcy.**—Coleman Todd & Associates, 248 Park ave., West, Mansfield, O. Mel Hooker, acct. exec. Accts.—Haskins & Sells, CPA.

**FONTAINE TRUCK EQUIPMENT CO., INC.,** 1232 North 37th pl., Birmingham, Ala. No-Slack fifth wheels, heavy duty machinery trailers, dump bodies, auxiliary gas tanks, Kwik-Kupel axles. J. P. K. Fontaine, pres.; A. Bruce Crenshaw, vice-pres.; Virginia Peters, secy.-treas.; C. D. Sullivan, mgr. trailer div. **Adv. Agcy.**—George & Clover, Atlanta, Ga.

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**FORD INTERNATIONAL DIV., Ford Motor Co.,** P. O. Box 207, Dearborn, Mich. Tom Lilley, vice-pres., gen. mgr.; P. F. A. Prance, exec. asst. to gen. mgr.; Forrest D. Murden, pub. rel. mgr.; W. L. McKee, reg. dir., Latin America; H. E. Jones, reg. dir. Europe and Egypt; H. P. Valentine, mgng. dir., export sales oper.; D. B. Kitterman, gen. supply mgr., supply serv.; R. N. Conn, gen. mktg. mgr.; D. E. Irwin, indl. rel. mgr.; N. F. Bowe, sales mgr.; G. W. Malone, gen. finance and divl. contr.; H. A. Bolenski, chief engr., product engrg. office; F. Kraft, dir. mfg.; J. W. Sundelson, facilities and operations planning mgr.; R. M. Campbell, gen. atty.; V. Z. Brink, staff exec., commercial activities; W. M. Grimes, product planning mgr.; P. J. Fuller, pur. agt., supply serv.

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**FOSTER-BUILT BUNKERS, INC.,** 1238 W. Harrison st., Chicago 7, Ill. Dry ice truck bunkers (refrigeration units). L. R. Foster, pres. **Adv. Agcy.**—Frank C. Nahser, Inc., Chicago, Ill.

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**FOX PRODUCTS CO.,** 4720 N. 18th st., Philadelphia 41, Pa. Battery chargers and testers, automatic valves and other metal specialties. J. B. Godshalk, pres.; E. C. Reichard, vice-pres.; R. B. Clark, vice-pres.; L. A. Medlar, design engr.; W. J. Hamilton, sales mgr., automotive; T. A. Diehl, asst. sales mgr., automotive; J. G. Blumenthal, pur. agt. **Adv. Agcy.** — John Eldridge, Packard bldg., Philadelphia, Pa.

**FOXCRAFT PRODUCTS,** P. O. Box 128, Huntingdon Valley, Pa. Fender skirts, spare wheel carriers. Jack Finkle, partner, treas.; Jules Finkle, partner, traf. mgr.; Moe Finkle, partner, sales mgr. **Det. Rep.**—Denton Hassell. **Adv. Agcy.**—Shaw & Schreiber, Philadelphia, Pa.

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**FRANKLIN BODY & EQUIPMENT CORP.,** 1042 Dean st., Brooklyn 38, N. Y. Ambulances, mobile dental labs., hospitals and blood banks, refrigerated bodies, buses, police patrol units and van bodies. Max Raskin, pres., treas.; Barnett Parker, vice-pres. pur. agt.; Leon Raskin, secy.; J. Seigel, wks. mgr.; Wm. Raskin, sales mgr.; Daniel Giannetti, traf. mgr. **Adv. Agcy.**—Givaudan Adv., Inc., New York, N. Y.

**FRANKLIN CO., INC., BERNARD,** 2906 Hedley & Bath sts., Philadelphia 37, Pa. Steel shelving, parts bins, factory stools, stock carts, hand and platform trucks, dollies. R. Bernard, E. Featherman, vice-presidents; S. Weiss, sales mgr.; R. Adams, adv. mgr.

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**FREEMAN & FREEMAN, INC.,** 600 Grant st., Denver 3, Colo. Porcelainize. William A. Freeman, pres.; Walter M. Appel, vice-pres.; Mildred A. Freeman, secy.-treas.; Kenneth A. Carter, gen. mgr.; A. E. Bugenhagen, works mgr.; William F. Newton, sales mgr. **Adv. Agcy.** — George S. Minot, Adv., Alameda, Calif.

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**FRIEZ INSTRUMENT DIV., BENDIX AVIATION CORP.,** 1400 Taylor ave., Baltimore 4, Md. Meteorological instruments, temperature and humidity indicators, recorders and controllers, thermistors, pressure switches, industrial handles, vortex thermometers, and array. T. V. LeRoy D. Kiley, gen. mgr.; Vernon D. Hauck, ass't. gen. mgr.; John W. Hammond, gen. sales mgr.; Murray Kanes, dir. of engrg.; H. J. Grady, pur. agt.; **Adv. Agcy.**—MacManus, John and Adams, Bloomfield Hills, Mich.

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**FRIGIQUIP CORP.,** 3724 N. May, Oklahoma City 12, Okla. Automobile air conditioners. Gene Byrd, pres.; M. F. Byrd, vice-pres.; H. Dale Jordan, treas., gen. mgr.; R. L. Maier, chief engr.; Frank Manley, parts & acc. mgr. **Adv. Agcy.**—Erwin, Wasey Advertising Agency, Oklahoma City, Okla. Mitchel Williamson, acct. exec.

**FRUEHAUF TRAILER CO.,** 10940 Harper ave., Detroit 32, Mich. Truck trailers, truck bodies, truck tanks. Roy Fruehauf, pres.; H. R. Fruehauf, 1st vice-pres.; W. E. Grace, exec. vice-pres.; Roy W. Jacobs, vice-pres., secy.; R. D. Hill, treas.; R. Rowan, contr.; F. S. Neumann, vice-pres., chge. sales; H. J. Biers, serv. mgr.; A. E. Williams, exec. vice-pres., dir. engrg. and mfg.; Bruce Kinsten, pur. agt.; A. L. Rich, vice-pres. and traf. mgr.; Norman A. Rowe, dir. of adv. **Det. Rep.**—H. R. Fruehauf, jr., W. Fort and Swain. **Adv. Agcy.**—The Allman Co., Inc., Detroit.

**FRY PRODUCTS, INC.,** 2900 Coolidge Hwy., Detroit, Mich. Seat covers. W. L. Fry, pres., sales mgr.; Leo Easterman, vice-pres., chief engr.

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**FULLER MFG. CO.,** Prouty st., Kalamazoo 13F, Mich. Truck transmissions. J. Seton Gray, chmn. of bd.; E. L. Ludvigsen, pres.; Harold E. Brey, exec. vice-pres.; T. Backus, vice-pres., engrg.; E. A. Pullan, secy. and treas.; M. F. Payne, wks. mgr.; J. A. Packard, gen. sales mgr. (original equip.); L. C. Butler, asst. to gen. sales mgr. (serv.); B. S. Tooker, gen. serv. mgr.; F. H. Havens, transmission engr.; R. B. World, pur. agt.; J. L. McDonald, asst. pur. agt. **Adv. Agcy.**—Curtiss, Quinlan, Keene & Peck, Inc., 1134 N. Pennsylvania st., Indianapolis, Ind.

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**FULTON CO., THE,** 1912 S. 82nd st., Milwaukee 14, Wis. Sun shields, trailer couplings and hitches, bumper clamps, retractable caster wheels, trailer tongue stands, mirror glare-shields, traffic light finders, boat tie-downs, frame bumper hitch, inside visors, general purpose winches and winch stands. A. L. Fulton, pres.; B. R. Weber, vice-pres., mfg. and engr.; R. K. Smith, vice-pres., sales; J. N. Johnson, secy. and pur. agt.; G. E. Worcester, sales mgr. **Adv. Agcy.**—Thorp Adv., West Allis, Wis.

**FULTON SYLPHON DIV., Robertshaw-Fulton Controls Co.,** 2400 Cumberland ave., Knoxville 1, Tenn. Bellows, bellows devices, seals, automotive thermostats. T. T. Arden, pres.; F. G. Cross, vice-pres., gen. mgr.; J. R. Holcombe, asst. secy.; S. W. Steele, gen. oprns. mgr.; G. L. Ogdin jr., gen. sales mgr.; E. D. Rogers, adv. mgr.; L. M. Puster, chief engr.; Fred Coker, pur. agt.; J. R. Ruggles, pub. rel. mgr. **Det. Rep.**—George F. Schnell, 8406 W. McNichols rd., Detroit. **Adv. Agcy.**—Arndt-Preston-Chapin, Lamb & Keen, Inc., Philadelphia, Pa.

## G

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**G AND M BATTERY CO., INC.,** 2620 W. Warren ave., Detroit 8, Mich. Batteries (auto, bus, truck, industrial). Donald J. Coller, pres. and treas.; R. Gabryelski, vice-pres. and secy.

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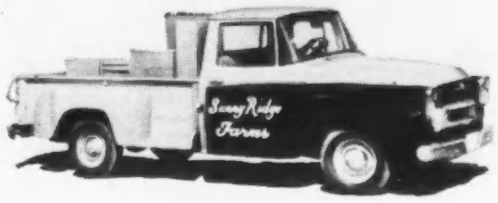
(Continued)

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INTERNATIONAL TRUCKS

# Who's Who in the Auto Industry

(Continued)

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**GABRIEL CO.,** 1148 Euclid ave., Cleveland 15, O. Direct acting shock absorbers. John H. Briggs, pres.; L. W. Klein, vice-pres. chge. of merchandising; P. Leone, vice-pres. chge. of oprns.; T. J. Riggs jr., exec vice-pres.; J. R. Ewing, vice-pres. chge. of sales; I. J. Samuelson, plant mgr.; Ralph H. Whisler jr., chief engr.; H. J. Christ jr., dir. of pur.; R. T. Hood, contr. and treas. **Det. Rep.**—E. A. Bachle, 2205 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Keeling & Co., Inc. Chamber of Commerce bldg., Indianapolis, Ind.

**GAGNIER FIBER PRODUCTS CO.,** 10151 Capital ave., Oak Park, 37, Mich. Fasteners for attaching trim and insulator panels, moulding, etc., to metal structure. George E. Gagnier, pres.; F. T. Gagnier, vice-pres.; N. M. McCubbin, secy-treas.; R. E. Scott, engr.

**GALION ALLSTEEL BODY CO.,** S. Market, Galion, O. Hydraulic hoists, platform bodies, hydraulic tailgates, conversion hoists, semi-trailer bodies, garbage bodies, steel dump bodies, telescopic hoists, rock bodies, van bodies, truck mixers. David Van Alystyne jr., chmn. of bd.; E. Paul Monroe, pres.; Oliver C. Henkel sr., vice-pres. sales and engrg.; Alfred Dangler jr., exec. vice-pres. mfg.; J. Robert Melish, secy.-treas.; Ralph Deems, asst. treas. and asst. secy.; M. E. McLeod, contr.; H. E. Boncutter, sales prom., adv. mgr.; D. J. Redmond, dir. of sales; J. E. Jack, sales mgr.; Richard Heinlen, pur. agt.; H. Lust, per. dir.; K. J. King, chief engr.; D. G. Strothers, vice-pres.—Vault div.; A. J. Sagner, vice-pres. — Star div.; Fred Biszantaz, vice-pres. research and development. **Adv. Agcy.**—Palm & Patterson, Cleveland, O.

**GANTNER INDUSTRIES, INC.,** 5726 Dempster st., Morton Grove, Ill. Metal and plastic Kleenex tissue dispensers, auto Kleen-site for windows and windshields. Edward G. Gantner sr., pres.; Robert J. Gantner, vice-pres.; Edward G. Gantner jr., treas.; A. W. Klobucar, secy. **Det. Rep.**—Dwight M. Nelson Corp., 1410 Fisher bldg., Detroit, Mich.

**GAR WOOD INDUSTRIES, INC.,** Wayne, Mich. Hydraulic hoists, dump bodies, loadpacker refuse collection bodies, power take-offs, elevating end-gates, pole derricks, hydraulic pumps, truck cranes, hydraulic snow plow controls, truck winches, automotive wheel trim. E. F. Fisher, pres.; M. G. Peck, vice-pres., sales; J. W. Considine, secy.-treas.; H. H. Hippler, gen. sales mgr., truck equipment; D. J. Davis, gen. sales mgr., construction equipment; R. W. Zahniser, adv. and sales prom. mgr.; G. H. Bickley, asst. adv. and sales prom. mgr.; A. J. O'Brien, vice-pres., engrg.; J. R. Hager jr., vice-pres., mfg.; W. A. Glimn, dir. of pur.; L. C. Baggott, dir. indl. rel. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. E. H. Mammen, acct. exec.

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**GEHRINGER & FORSYTH,** 16151 James Couzens hwy., Detroit 21, Mich. Wool and synthetic fabrics, genuine leather, imitation leather, carpeting, functional decorative plastics, upholstery buttons, gray iron casting, alloy cast belts, and castings. Ray E. Forsyth, pres.; Charles L. Gehringer, vice-pres.; Earl R. Forsyth, treas.

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**GENERAL ELECTRIC CO., Minature Lamp Dept.,** Nela Park, Cleveland 12, O. "All-Weather" headlamps, utility lamps, spotlights, truck, miniature signal utility lamps and glow lamps. K. G. Reider, gen. mgr.; W. H. Robinson jr., mgr. marketing; J. W. Fleischer, mgr. Motor City Sales dist. **Adv. Agcy.** — Batten, Barton, Durstine and Osborn, Inc., Cleveland, O. C. K. Patrick, acct. exec.

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**GMC TRUCK & COACH DIV.,** 660 South blvd., E., Pontiac, Mich. Light, medium and heavy trucks (gas and diesel); intercity and parlor coaches (gas and diesel); parts for above. P. J. Monaghan, gen. mgr.; T. E. Wilson, gen. mfg. mgr. R. L. Ganter, div. compt.; R. C. Woodhouse, gen. sales mgr. (trucks); J. P. McManus, dir. of pur.; C. V. Crockett, chief engr.; E. P. Crenshaw, gen. sales mgr. (coaches); E. A. Maxwell, per. dir.; B. W. Crandell, dir of pub. rel.; H. T. DeHart, merch. mgr.; E. W. Hall, adv. mgr. (coaches); E. W. Allen, asst. chief engr.; Sheldon Little, C. R. Lewis, asst. chief engrs.; A. A. Shantz, Fed. Gov't. sales mgr. (trucks); W. L. VandeWater, exec. asst. to gen. mgr. in chge. of dir. rel.; J. M. Gilroy, asst. gen. sales mgr. (trucks); G. W. Sheldon, asst. gen. sales mgr. (trucks); R. K. Russell, asst. dir. of pur.; A. B. Campbell jr., eastern reg. mgr. (trucks); J. B. Mosely, southern reg. mgr. (trucks); G. R. Blackburn, central reg. mgr. (trucks); J. E. Singer, western reg. mgr. (trucks); E. W. Jolly, fleet sales mgr. (trucks). **Adv. Agcy.**—Kudner Agency, Inc., 575 Madison ave., New York, N. Y.

**GENERAL MOTORS CORP.,** 1775 Broadway, New York 19, N. Y.; General Motors bldg., Detroit 2, Mich. Automobiles, trucks, diesel locomotives, diesel marine and industrial engines, aviation motors, electric refrigerators, electric motors and products pertaining thereto. Albert Bradley, chmn.; Harlow H. Curtice, pres.; Frederic G. Donner, exec. vice-pres., chmn. of fin. policy comm.; Louis C. Goad, exec. vice-pres. in chge. of auto and parts divs.; Charles A. Chayne, vice-pres. chge. engrg. staff; Edward N. Cole, vice-pres., gen. mgr. Chev. div.; Robert M. Critchfield, vice-pres. chge. process dev. staff; John J. Cronin, vice-pres. chge. mfg. staff; Anthony De Lorenzo, vice-pres. chge. of pub. rel. staff; Nelson C. Dezendorf, vice-pres., gen mgr. electro-motive div.; Harley J. Earl, vice-pres. chge. styling staff; James E. Goodman, vice-pres., gen. mgr. Fisher Body div.; R. Samuel McLaughlin, vice-pres., chmn. of bd. of GM of Canada, Ltd.; John F. Gordon, vice-pres. chge. of assem. and body group; Lawrence R. Hafstad, vice-pres. chge. of res. staff; Henry M. Hogan, vice-pres., gen. counsel; Elis S. Hoglund, vice-pres., asst. gen. mgr. GM Overseas div.; William F. Hufstader, vice-pres. chge. of distr. staff; Thomas H. Keating, vice-pres. pass. car div.; Carl H. Kindl, vice-pres. chge. overseas and Canadian group; Semon E. Knudsen, vice-pres., gen. mgr. Pontiac div.; Roger M. Kyes, vice-pres. chge. of Dayton, household appl. and GMC truck group; Herman F. Lehman, vice-pres., gen. mgr. frigidaire div.; Philip J. Monaghan, vice-pres., gen. mgr. GMC Truck and Coach div.; Edward B. Newill, vice-pres., gen. mgr. Allison div.; Cyrus R. Osborn, vice-pres., chge. engine group; Edward T. Ragsdale, vice-pres., gen. mgr. Buick div.; Edward Riley, vice-pres., gen. mgr. Overseas div.; James M. Roche, vice-pres., gen. mgr. Cadillac div.; George Russell, vice-pres., chge. of fin. staff; Louis G. Seaton, vice-pres., chge. of pers. staff; Sherrod E. Skinner, vice-pres., chge. of access. group; Clarance Stanley, vice-pres., chge. of pension fund and invest. coordinator; Jack F. Wolfram, vice-pres., gen. mgr. Oldsmobile div.; Richard C. Gertenberg, treas.; Ralph C. Mark, comptr.; George A. Brooks, secy.

**GENERAL MOTORS OF CANADA, LTD.,** William st., E. Oshawa, Ontario, Canada. Cars, trucks and automobile engines. Edwin H. Walker, pres. and gen. mgr.; E. J. Umphrey, vice-pres. and dir. of sales; Harold E. Pierson, vice-pres., compt. and treas.; Frank W. Correll, asst. compt. and secy.; William E. Austin, asst. to the pres.; George W. Read, vice-pres. and mfg. mgr.; W. D. Fielding, asst. dir. of sales, western region; D. M. Mackinnon, adv. mgr.; A. C. Clifford, gen. serv. mgr.; E. F. Armstrong, chief engr.; E. B. Vesey, gen. pur. agt.; F. I. Gibson, gen. parts and acc. mgr.; T. H. Coppin, traf. mgr.; R. L. Gough, pub. rel. mgr.; H. G. Cooper, sales prom. mgr. **Adv. Agcy.**—MacLaren Advertising Co., Ltd., Toronto, Ontario. E. V. Rechnitzer, acct. exec.

**GENERAL OUTDOOR ADVERTISING CO., INC.,** Harrison and Loomis sts., Chicago 7, Ill. Electric and other types of identification signs, maintain and service. Burr L. Robbins, pres.; George W. Caspari, vice-pres. in chge. branch operations; Donovan M. Olson, treas.-secy.; L. O. Dobson, dir. of sales; George F. Vesley, adv. and sales pro. dir.; Arnold Keeley, pur. agt. **Det. Rep.**—Robert E. Sebert, 5-148 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—McCann-Erickson, Inc., 318 S. Michigan ave., Chicago 4, Ill. Walter C. Krause, acct. exec.

**GENERAL PETROLEUM CORP.,** 612 S. Flower st., Los Angeles 54, Calif. Gasolines, lubricating oils and greases. R. L. Minckler, pres.; T. M. Vail, secy.; P. S. Magruder, exec. vice-pres.; R. E. Lauterbach, vice-pres., dir. of mfg.; B. F. Ball, vice-pres., dir. of mktg.; J. T. Durkee, treas.; F. C. Meunier, mgr. adv. and sales prom.; P. J. Whiteley, pur. agt.; James Ross, asst. pur. agt.; G. H. Supple, vice-pres., dir. of transportation; W. B. Curtis, pub. rel. mgr. **Adv. Agcy.**—Stromberger, LaVene, McKenzie, 600 S. Lafayette Park Place, Los Angeles 57, Calif.

**GENERAL RADIATOR, INC.,** Mt. Vernon, Ill. Radiators, radiator cores, oil coolers, heat transfer equipment. Malcolm E. Henning, pres.; gen. mgr.; George N. Olson, vice-pres.; Jacqueline Osterman, secy. and treas.; Kenneth A. Olson, wks. mgr.; David Schafale, chief engr.; O. G. Hulsey, pur. agt. **Adv. Agcy.**—French and Shields, St. Louis, Mo.

**GENERAL TIRE & RUBBER CO.,** 1708 Englewod ave. at Holmes st., Akron 9, O. Automobile, truck, farm, airplane, industrial tires and tubes; tire fabrics; tools and machines; jet assist take-off units; missile rockets; rocket chemicals; mechanical goods; plastics; moving pictures. W. O'Neil, chmn. of the bd. and pres.; M. G. O'Neil, vice-pres. and exec. asst. to the pres.; T. F. O'Neil, C. J. Jahant, L. A. McQueen, D. A. Kimball, J. E. Powers, H. M. Dodge, C. F. O'Neil and O. G. Vinnedge, vice-presidents; J. A. Andreoli, vice-pres. and export mgr.; F. W. Knowlton, secy.; T. S. Clark, treas.; J. L. Mead, dir. of mfg.; L. L. Higbee, trade sales mgr.; A. R. Carr, mgr. automobile tire sales; W. C. Weirath, commercial sales mgr.; R. H. Harrington, adv. dir.; J. G. Ragsdale, adv. mgr.; S. M. Cramer, asst. adv. mgr.; Ken Dight, sales prom. mgr.; H. E. Pike, mgr. Kraft system; D. A. Kepler, dir. of pur.; J. J. Goldie, dir. of distribution; Richard Bailey, traf. mgr.; E. B. Butler, pub. rel. dir. **Det. Rep.**—Don E. Casterline, branch sales mgr.; J. J. Mulcahy, W. A. Mays, Hal E. Glass, mfrs. sales, 5919 Cass ave., Detroit, Mich. **Adv. Agcy.**—D'Arcy Advertising Co., Cleveland, O. S. P. Seward, acct. exec.

**GENEVA MFG. CO.,** P. O. Box 350, Geneva, Ill. and N. Woodbury rd., South Elgin, Ill. Parts catalog holders or racks, and salesman's carrying cases. Rhoades V. Newbell, pres.; Carl Leathers, works mgr.

**GENT-L-KLEEN PRODUCTS CO.,** 2145 Derry rd., York, Pa. Hand cleaners, white wall tire cleaner, leather and leatherette cleaner, powdered car wash. W. C. Makibbin, C. E. Strickler jr., owners. **Adv. Agcy.**—Adams Associates, Inc., York, Pa.

**GEOMETRIC TOOL CO. DIV., Greenfield Tap & Die Corp.,** Blake and Valley sts., New Haven 15, Conn. Die heads and taps, chasers for geometric die heads and taps, chaser grinding fixtures. D. G. Millar, pres.; John Watson, gen. mgr.; F. O. Mavis, compt.; James Broderick, sales mgr.; R. C. Helbig, adv. mgr.; D. P. Robinson, pur. agt.; **Det. Office**—2870 E. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Richard Bruce, Inc., Greenfield, Mass. Richard R. Bruce, pres., acct. exec.

**GERRARD STEEL STRAPPING DEPT., U. S. Steel Supply Div., United States Steel Corp.,** 208 South LaSalle st., Chicago 4, Ill. Steel strapping, round and flat, steel strapping equipment and accessory items. J. H. Morava, pres.; K. P. Rindfleisch, vice-pres., commercial; J. C. Cushing, asst. vice-pres., commercial; S. D. Flinn, compt.; C. H. Craft, treas.; J. W. Zvone, vice-pres., engrg. and oper.; R. A. Peterson, dir. of pur.; E. H. Spencer, gen. traf. mgr.; A. R. Johnson, mgr., Strapping Prod. and Services; L. A. Douglass, mgr., adv. and Market Development. **Det. Rep.**—C. L. Rettich, 6422 Cass ave., Detroit, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., Grant bldg., Pittsburgh 19, Pa. H. E. Otto, acct. exec.

**GERSTENSLAGER CO.,** E. Bowman st., Wooster, O. Automotive stampings, custom built bodies (trucks). E. P. Martin, pres.; K. C. Deacon, vice-pres., gen. mgr.; R. K. Shoolroy, vice-pres.; E. M. Martin, secy. and treas.; W. D. Johns, sales mgr., adv. mgr.; H. F. Stull, pur. agt.; E. M. Gordon, chief engr.; F. Eaton, traf. mgr.

**GILBERT & BAKER MFG. CO.,** West Springfield, Mass. Service station equipment (gasoline pumps, submerged turbine pumps, air meters, lifts, air compressors); industrial equipment (electronic tank gauges, receivers, centrifugal pumps, electronic indicating grounds, automatic liquid samplers, automatic gas samplers); oil heating equipment (burners, furnaces, air conditioners, boilers). I. C. Jacobs, pres.; E. A. Sundburg, exec. vice-pres.; H. O. Grimmeisen, vice-pres. mfg. and engrg.; J. A. MacDonnell, vice-pres., mkt. and prod. devel.; W. S. Hendry, treas., secy.; Lawrence Marchese, gen. sales mgr. **Det. Rep.**—D. F. Gray, 454 Crescent dr., Berea, O. **Adv. Agcy.**—McCann-Erickson, Inc., New York, N. Y.

**GLASER LEAD CO., INC.,** 31 Wyckoff ave., Brooklyn 37, N. Y. Acid core solder, body solders, hot tinning sticks and powder, cold tinning compound, aluminum cold tinning compound, soldering salts and fluxes, babbitt metals, radiator acid brushes. Simon Glaser, pres.; Robert Glaser, vice-pres.

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**GLASS LABORATORIES, INC.,** 863 65th st., Brooklyn 20, N. Y. Magnetic auto utility trays, silvatrim-door edge and protector. Abraham Shanok, pres.; Jesse P. Shanok, vice-pres.; Victor Shanok, secy.-treas. **Adv. Agcy.**—Furman Co., New York, N. Y.

**GLOBE HOIST CO.,** 1000 E. Mermaid lane, Philadelphia 18, Pa.; also E. First and Court ave., Des Moines 6, Ia.; also 1461 Canal ave., Long Beach, Cal. Hydraulic auto, bus and truck hoists; industrial, production and loading dock lifts and ramp levelers, hydraulic elevators. F. W. Swanson jr., chmn. of bd., chmn. exec. comm.; F. L. Bredimus, pres., treas.; C. W. Brayton, secy.; Argus Leidy, vice-pres. in chge. export sales and adv.; John R. Queen, vice-pres. in chge. west coast oper.; C. A. Starr, asst. treas.; E. H. Gunton, asst. secy.; A. T. Browne, chf. engr.; J. R. Burg, works mgr., Phila.; G. L. Talbot, plant mgr., Des Moines; William Craig, pur. agt. **Det. Rep.**—M. T. Obee, 1412 Stadium blvd., Ann Arbor, Mich. **Adv. Agcy.** — The Eldridge Co., Philadelphia, Pa., John Eldridge, acct. exec.

**GLOBE-UNION, INC.,** 900 E. Keefe ave., Milwaukee 1, Wis. Storage batteries, spark plugs. C. O. Wanvig, pres. and chmn. of bd.; C. O. Wanvig jr., E. T. Foote, J. F. Harper, vice-presidents; Wm. Wanvig, secy.; R. W. Conway, treas.; W. E. Anderson, vice-pres., battery sales; G. C. French, vice-pres. chg. mfg.; C. Kuhlman, Midwest region battery sales mgr.; P. W. Leighton, Western region battery sales mgr.; J. D. Onderdonk, Eastern region battery sales mgr.; J. J. Firer, traf. mgr.; H. Wilde, pub. rel. dir. **Det. Rep.**—J. T. Redmon, Suite 5-168 General Motors bldg., Detroit, Mich. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap, Inc., Milwaukee, Wis. H. Weber, acct. exec.

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**GOERLICH'S INC.,** 619 Smith st., Toledo 1, O. Passenger car mufflers, fiberglas packed mufflers, exhaust pipes, tail pipes, dual and header exhaust systems, clamps, brackets; tail pipe extensions, heavy service truck, tractor, bus mufflers and exhaust systems. John E. Goerlich, pres.; Byron H. Harris, vice-pres. in chge. of sales; Robert W. Gibson, secy. **Det. Rep.**—Ed Grosse. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. Frank Itgen, acct. exec.

**GOODALL-SANFORD INC. (Member of Burlington Industries, Inc.), Goodall Fabrics Div.,** 301 N. Eugene st., Greensboro, N. C. Woven automotive upholstery fabrics. Goodall Vinyl Fabrics Div., Reading, Mass. Vinyl coated fabrics for automotive interior trim. George E. Norman jr., exec. vice-pres.; Peter P. Shea, vice-pres., gen. mgr. **Det. Rep.**—Gehringer & Forsyth, 16151 James Couzens hwy.

**GOLDE BODY PARTS DIV.,** 6636 Charlevoix ave., Detroit 7, Mich. Sliding roofs, manually and electrically operated for automobiles. G. O. Goller, managing dir.

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**GOODRICH INDUSTRIAL PRODUCTS CO., B. F.,** 500 S. Main st., Akron, O. Hose, belting, tank lining, miscellaneous molded parts and Koroseal materials. Clyde, O. DeLong, pres.; Rollin D. Hager, vice-pres. mfg.; Robert V. Yohe, vice-pres. sales; J. Gerber Thompson, treas.

**GOODRICH SPONGE PRODUCTS, B. F.,** Shelton, Conn. Open and closed cell industrial cellular rubber in cord, tube, molded strips, windlace, die-cut shapes, and molded forms; Latex foam seat toppers and backs; rubberized hair for upholstery cushioning and package cushioning; Urethane foam and vinyl foam visors, dash pads, arm rests, etc. W. R. Todd, vice-pres.; M. Kilduff, secy.; E. L. Worfolk, treas.; J. M. Montefalco, gen. mgr.; L. H. DeWyk, works mgr.; J. K. Strobel, sales mgr.; J. Hill, asst. sales; J. J. Corrigan, adv., sales prom. and pub. rel. mgr.; G. Sprague, chief engr.; R. Nicol, pur. agt.; E. O'Connell, traf. mgr. **Det. Rep.**—A. G. Brodie, Banian Corp., 631 New Center bldg. **Adv. Agcy.**—Cunningham & Walsh, New York, N. Y. Roy Gorski, acct. exec.

**GOODRICH TIRE CO., B. F.,** 500 S. Main st., Akron, O. E. F. Tomlinson, pres.; J. E. Gulick, vice-pres., mfg.; Guy Gundaker jr., vice-pres., replacement sales; J. T. Callahan, vice-pres., equipment sales; W. F. Bowman, treas.

**GOODYEAR TIRE & RUBBER CO., INC.,** 1144 E. Market st., Akron 16, O. Tires, tubes, industrial rubber products, aviation products, film products, airfoam, rubber and vinyl flooring, chemical products. P. W. Litchfield, chmn. of bd.; E. J. Thomas, pres.; C. C. Gibson, vice-pres., auto prod. div., Akron, O. **Det. Rep.**—P. K. Coe, vice-pres.; J. A. Lucas, J. C. Wright jr., R. H. Horner, G. I. McBain, R. A. Smart, W. L. Minro, R. S. Harper, C. L. Seith, J. J. Buckley, C. A. Bethel, R. C. Kipfer, W. A. Thomas, D. E. Dunn, and A. O. Edwards.

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**GRAMM TRAILER CORP.,** Lima, O. Semi trailers, bulk cementers and flour vans, liquid transport tank trailers. Leonard Strick, pres.; Gordon J. Sliter, gen. mgr.; Irvin Zimet, secy.-treas.; G. P. Miller, chief engr.; V. D. Buchanan, pur. agt.; R. E. Linson, serv. mgr.; R. L. Osmun, factory sales mgr.

**GRAND AUTOMOTIVE PRODUCTS,** 2055 Ruby, Melrose Park, Ill. Dual systems, dual header systems, rear outlet manifold dual systems, fiberglas pack mufflers, muffler clamps and factory duplicate muffler and tailpipe hangers. R. Uslander, pres.; Glen Chapel, gen. mgr.; Geo. Christiansen, works mgr.; Joe Smith, sales mgr., sales prom. mgr.; Ed Rawsen, chief engr.; R. Schultz, pur. agt. **Adv. Agcy.**—Burlingame-Grossman, Chicago, Ill.

**GRAND SPECIALTIES CO.,** 3101 W. Grand ave., Chicago 22, Ill. Clamps, door holders, shop caddy, Fork-Lift Stacker, portable shop cranes, elevators and dumpers. A. M. Sasgen, pres. and treas.; M. F. Sasgen, vice-pres.; T. A. Mayer, secy.; F. H. Hopfeld, chief engr. and pur. agt. **Adv. Agcy.**—Stoetzel & Associates, Chicago, Ill.

**GRAPHIC SYSTEMS,** 55 W. 42nd st., New York 36, N. Y. Graphic visual control systems for inventory, sales, scheduling, production, etc. in the automotive industry. Hines Hatchett, pres., gen. mgr. and sales mgr.; Jack Gallagher, secy. and treas. Victor Pribil, chief engr.

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**GREAT DANE TRAILERS,** P. O. Box 1159, Savannah, Ga. Trailers (cargo vans, refrigerated vans, flat bed trailers, tank trailers, truck bodies. George A. Mercer jr., chmn. of the bd.; Christopher Hammond jr., pres.; George A. Mercer III, vice-pres.; Brooke Reeve jr., vice-pres.; L. H. Cassell, secy.; S. J. Kennard, vice-pres., sales; A. D. Williams, mgr. Trailer tank sales; V. L. Johnson, mgr. Van trailer sales; C. A. Inglesby, mgr. structural dept.; R. A. Jewell, chief engr.; J. A. Griner, serv. mgr.

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**GREAT LAKES CHEMICAL CO.,** P. O. Box No. 173, Canton, O. Chrome cleaner and chrome protector. Paul L. Hoge, sales mgr.

**GREAT LAKES STEEL CORP., Div. of National Steel Corp.,** Tecumseh rd., Ecorse, Detroit 29, Mich. Hot and cold rolled sheets and strip, carbon and alloy bars, N-A-X high tensile steels. Paul Carnahan, pres.; Ross Wilkins, vice-pres., sales.

**GREENE MFG. CO., INC.,** 1028 Douglas ave., Racine, Wis. Cold rolled, stainless and aluminum stampings and rolled shapes. J. M. Hamilton, pres., treas.; G. T. McNamara, vice-pres. and pur. agt.; L. H. Hamilton, secy.; Jerry Harms, sales mgr.; Miss Myrle Valley, asst. secy.; Herbert Gatzke, plant supt.

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**GREENFIELD TAP & DIE CORP.,** Sanderson st., Greenfield, Mass. Taps, dies, gages, twist drills, reamers, end mills, screw extractors, screw plates, carbide tipped tools. Donald G. Millar, pres.; Robert Harper, vice-pres. and gen. mgr.; J. B. Roys, secy.-treas.; E. R. Koons, works mgr.; W. J. Eberlein, vice-pres. sales; W. L. Neilson, sales mgr.; R. C. Helbig, adv. mgr.; O. E. Koehler, chief engr.; A. Bates, pur. agt.; W. B. Hayes, traf. mgr. **Det. Rep.**—Branch office, 2870 E. Grand blvd. **Adv. Agcy.** — Richard Bruce, Inc., Greenfield, Mass. R. Bruce, acct. exec.

**GREENLEE BROS. & CO.,** 2136 Twelfth st., Rockford, Ill. Multiple-spindle screw machines, "Hydro-Borer" precision boring machines, transfer-type processing machines, special metal-working machinery, and woodworking machinery. A. H. Eggers, pres., gen. mgr.; L. H. Geddes, exec. vice-pres., treas. and gen. sales mgr.; C. G. Wood, secy.; D. E. Hawkinson, vice-pres., machine tool sales and sales mgr. (special machine) J. A. Lengquist, dept. mgr., woodworking machin-

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**GREENLEE TOOL CO., Div. of Greenlee Bros. & Co.,** 2136 Twelfth st., Rockford, Ill. Tools for woodworking machines: hollow chisels and bits, machine bits, routing bits, countersinks, and special-purpose tools. Hand tools for working wood: auger bits, ear bits, chisels, turning tools, and spiral screw drivers. Tools for electrical construction: hydraulic pipe benders, tubing benders, hydraulic pipe pushers, knockout punches, and cable pullers. A. H. Eggers, pres.; L. H. Geddes, exec. vice-pres. and treas.; C. G. Wood, secy.; R. J. Samuelson, vice-pres. sales; R. W. Stevenson, sales mgr.; R. E. Brightup, adv. mgr.; H. E. Ritter, wks. mgr.; A. H. Hawkinson, sales prom. mgr. **Adv. Agcy.**—Howard H. Monk and Assoc., Inc., Rockford, Ill. L. I. Mayes, acct. exec.

**GREY-ROCK DIV. of Raybestos-Manhattan, Inc.,** Manheim, Pa. Brake lining, clutch facings, automatic transmission discs and spacer plates, bonded lined brake shoes. S. R. Zimmerman jr., vice-pres.; B. W. Luttenberger, works mgr.; J. A. Wheatley jr., sales mgr.; S. R. Robinson, adv. mgr.; C. W. Sachs, asst. sales mgr.; F. R. Bitzer, pur. agt.; B. G. Herr, traf. mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. Sherman G. Landers, acct. exec.

**GRICO TWO AXLE DRIVE CO.,** 19548 W. Eight Mile rd., Detroit 19, Mich. Two axle drives, trailing axles, trailer tandums and power converter axles. Fred L. Stone, pres., gen. mgr.; Arthur F. Heacock, sales mgr.; Edison D. Amstutz, fcty mgr., pur. agt.; Robert Dickieson, chf. engr. **Adv. Agcy.**—R. C. Robison & Associates, Birmingham, Mich.

**GRIFFIN LAMP CO., THE,** Third and Sycamore, Hamilton, Ohio. Factory—Shelby, Miss. Lighting for commercial vehicles, truck mirrors, reflex reflectors, flares, switches. Harold F. Griffin, pres., gen. sales and adv. mgr.; A. B. Dettmer, vice-pres., A. G. Glorius, secy.-treas.; Garon Atwell, works mngr., Shelby, Miss. plant.; Lawrence Swanson, pur. agt., Shelby, Miss. plant. **Adv. Agcy.**—Keeling and Co., Indianapolis, Ind. Victor Varmo, acct. exec.

**GRISWOLD MFG. CO., F. T.,** 315 Lancaster ave., Wayne, Pa. Optical measuring tools, engine testing gages, carburetors. Frank T. Griswold jr., pres.; David H. H. Felix, treas.

**GRIZZLY BRAKE DIV.,** 700 W. Caroline st., Paulding, O. and 168 No. Michigan ave., Chicago, Ill. Brake lining for passenger cars and trucks, brake blocks for buses. S. S. Maremount, plant supt.; H. H. Swain, sales mgr.; Tom Morgan, sales mgr. eastern divs.; E. L. Cody, sales mgr. western divs.; J. H. Peeper, pur. agt. **Det. Rep.**—W. E. McCauley, 3509 Devonshire, Detroit 24, Mich. **Adv. Agcy.**—Waldie and Briggs, Chicago, Ill. Bruce Stabelfeldt, acct. exec.

**GROBOSKI INDUSTRIES, INC.,** 4344 S. Western ave., Chicago 9, Ill., main office and mid-west warehouse. 319 W. Main st., Sheffield, Pa., plant and eastern warehouse. Wind deflectors, door visors, headlamp lite-trim, door handle guards, door corner protectors, rocker panel mouldings, fender guides, hardtop visors. John Groboski, pres., plant mgr.; Joseph Groboski, sales mgr., treas.-secy.

**GROOV-PIN CORP.,** 1125 Hendricks Causeway, Ridgefield, N. J. Groov-pins, grooved drive studs, tap-lok inserts. E. F. Schniewind, pres.; F. W. Braendel, exec. vice-pres., chief engr.; R. G. Cummings, sales and adv. mgr.; F. O. Becker, secy-treas.; Henry Bernlohr, pur. agt.; H. D. Theuer, works mgr. **Det. Rep.**—H. B. Schweppe, Basso bldg., 7338 Woodward ave. **Adv. Agcy.**—Thoma & Gill, 505 Main st., East Orange, N. J.

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**GROVER PRODUCTS CO.,** 1221 S. Hope st., Los Angeles 15, Calif. Pressure horns, vacuum horns for truck, car industrial and marine uses. C. A. Roesch, pres.; John W. Garver, vice-pres., secy. treas.; Laurence B. Gomez, sales mgr.; John A. Roesch, prod. mgr.

**GROVER SMITH MFG. CORP.,** 850 E. Valley blvd., San Gabriel, Calif. Service station, garage, industrial and automotive lubrication equipment, heavy material handling pumps. W. M. Meeker, pres.; Lyle C. Randles jr., sales mgr.; Norman Wood, pur. agt.; **Adv. Agcy.**—Guerin, Johnstone, Jeffries, Inc., 6456 York blvd., Los Angeles 42, Calif.

**GUARANTEED PARTS CO., INC.,** Seneca Falls, N. Y. Ignition coils, distributor caps, distributor rotors, contact points, condensers, voltage regulators, vacuum chambers, horn relays, light relays, starter switches, dimmer switches, stop-light switches, accessory switches, starter and generator brushes, bushings, magnetu contacts. Marco Hecht, pres.; R. L. Oughterson, adv. mgr; A. Villiers, gen. mgr.; J. Friedlander, sales mgr. **Adv. Agcy.**—Spitz Adv. Agcy., Inc., Syracuse, N. Y.

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**GUIDE LAMP DIVISION, General Motors Corp.,** 2915 Pendleton ave., Anderson, Ind. Lighting equipment for automobiles, trucks, buses, tractors, motorcycles, which include headlamps, tail lamps, parking lamps, license lamps, spotlamps, turn signal lamps, back-up lamps, courtesy lamps, etc.—also warning lamps, trailing implement lamps, Guidex reflex units, die cast stampings, and plastic parts. C. A. Michel, gen. mgr.; S. R. Conwell, dir. of sales and engrg.; J. E. Turnquist, sales mgr.; M. C. Lukens, serv. mgr.; H. C. Mead, chief engr.; R. W. Heaton, pur. agt.; D. D. Ifert, traf. mgr. **Adv. Agcy.**—D. P. Brother & Co., Detroit 2, Mich.

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**GUSTIN BACON MFG. CO.,** 210 W. 10th, Kansas City, Mo. Automotive thermal and acoustical insulation. A. L. Gustin jr., chmn. of bd.; J. D. Simmons, pres.; F. H. Ebbert, vice-pres. **Det. Office**—W. F. Skinner, 18325 James Couzens hwy., Detroit, Mich.

## H

**H. D. T. COMPANY FACTORS, INC.,** 27 Holland ave., White Plains, N. Y. Blue Coral and Blue Coral preservative sealer. Harry D. Triantafillu, pres., treas. and gen. mgr.; G. V. V. Triantafillu, vice-pres.; M. F. Clarke, secy.

**H & M TOOL CO.,** 24062 Orchard Lake rd., Farmington, Mich. Diesel ejector drills, carburetor gun reamers, step drills, step reamers, internal back-off tools, chambering reamers and headspace gauges. H. J. Mallett, pres.; M. E. Mallett, secy. and treas.

**HAARTZ AUTO FABRIC COMPANY,** 3 Bridge st., Newton, Mass. Convertible auto topping. John C. Haartz jr., pres.; R. N. Butterfield jr., vice-pres. and sales mgr.; A. N. Butterfield, secy.; H. R. Leeke, treas. **Adv. Agcy.**—Cotter Advertising Agency, Boston, Mass.

**HABERSTUMP - HARRIS, INC.,** 10463 Northlawn ave., Detroit 4, Mich. Automotive and diversified experimental and short run sheet metal and machine fabrication. Designers and manufacturers of a magazine fed clip gun, and a small parts feeder. Engineering, product design and dev. Alfred H. Haberstump, pres. and treas.; E. C. Harris, vice-pres., secy.; William Engel, works mgr.; Donald W. Thull, sales mgr.; Aldor Reuterfors, chief engr. **Det. Rep.** — Donald W. Thull, 10463 Northlawn ave.

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**HaDEES HEATER PRODUCTS, Huppower Div., Hupp Corp.,** 7450 Melville ave., Detroit, Mich. Car, truck and bus heaters, fans, defrosters, and replacement parts. Roy E. Brown, pres.; J. Howard Stoops, gen. mgr.; R. L. Plasko, serv. sales and adv. mgr.; H. B. Kulose, chief engr.; R. Zang, project engr.; West Thomas, pur. agt.; E. A. Millheam, mfg. mgr. **Adv. Agcy.** — Howell & Young, Royal Oak, Mich.

**HADLEY MFG. CO.,** 2221 Albion st., Toledo, O. Automotive air horns and compressor, truck model air horns. H. F. Hadley, pres.; V. Rohrbacker, secy.; D. Harrah, treas.

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(Continued)


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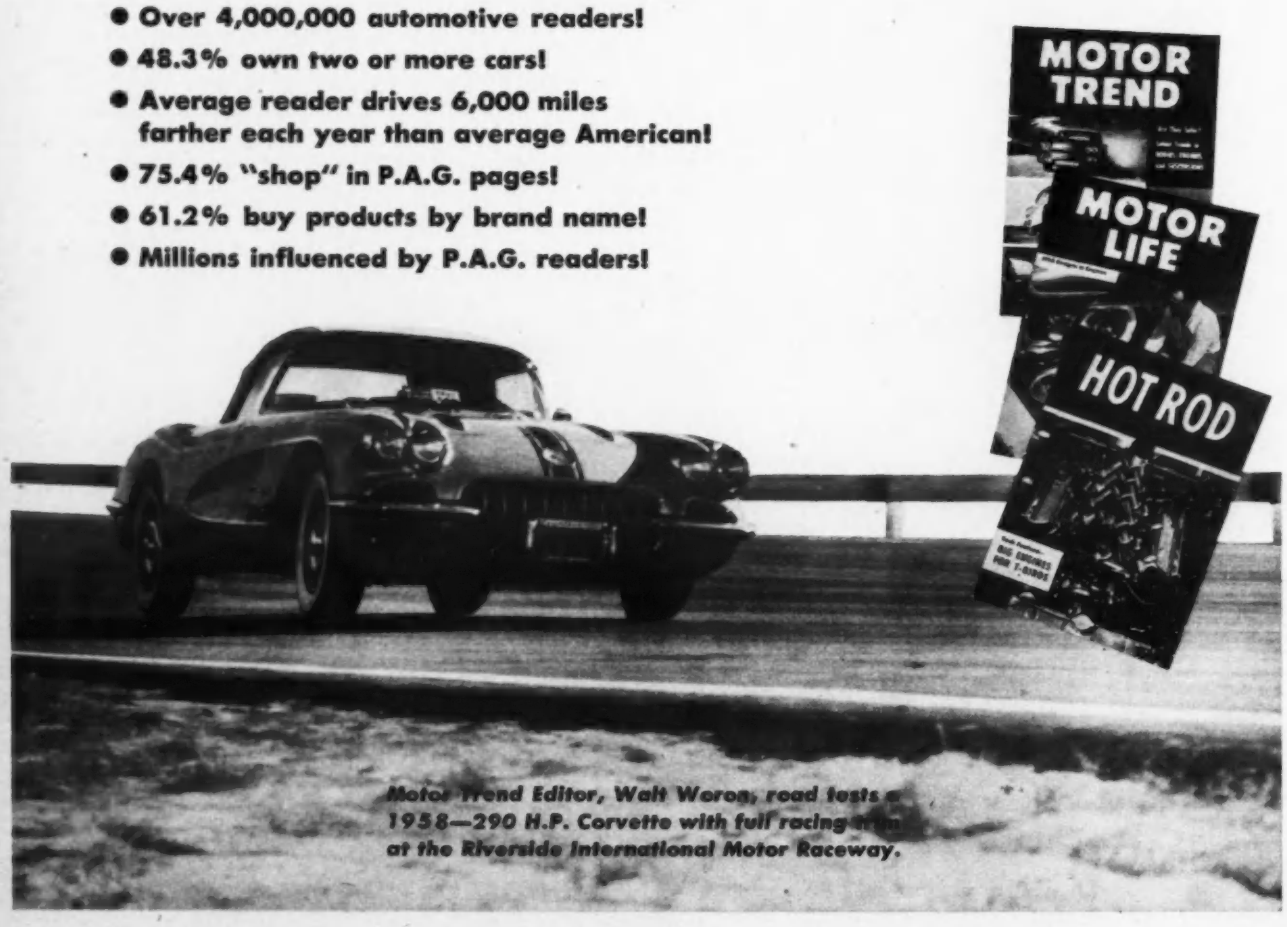


*Motor Trend Editor, Walt Woron, road tests a 1958—290 H.P. Corvette with full racing trim at the Riverside International Motor Raceway.*

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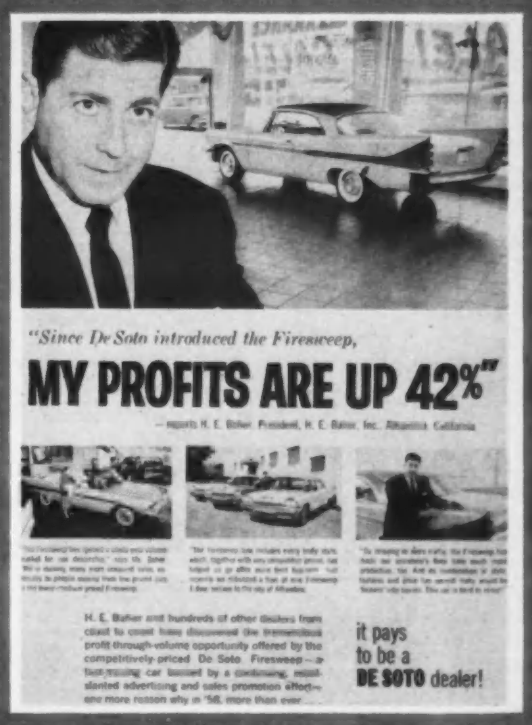


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# Who's Who in the Auto Industry

(Continued)

form milling, arbors; Chas. K. Lennig jr., pres.; Henry J. Leisner, Clarence A. Duffany, vice-pres.

**HALL-TOLEDO INC.,** 2931 South ave., Toledo 9, O. Eccentric valve seat grinders for aircraft, automotive and diesel production and service. M. C. Gray, pres. and gen. mgr.; G. V. C. Baker, vice-pres. and treas.; C. W. Boesel, secy. and asst. to the pres.; George Aberl, chief engr.; Richard Clement, pur. agt.

**HAMBRO AUTOMOTIVE CORP.,** 27-29 West 57th st., New York 19, N. Y. Sole concessionaires in U. S. A. for Austin, Austin Healey, Morris "1000", MG, Magnette, Riley automobiles. Albert E. Birt, pres. and man. dir.

**HAMILTON-WADE CO.,** 52-62 Haverhill st., Brockton 62, Mass. Automotive welts, gimps and binding (genuine and artificial leather, woven laces and other fabrics). George F. Pratt, pres.; William D. Crosby, treas.; LeRoy F. Emery, vice-pres., prod. mgr.

**HANCHETT MFG. CO.,** Big Rapids, Mich. Mfgrs. knife grinder, saw sharpeners and tools. Kent Hanchett, pres.; Fred Schaub, vice-pres.; Loren Hanchett, secy.; Carl Moline, treas.

**HANCOCK MFG. CO.,** 225 N. Horton, Jackson, Mich. Automotive hardware. R. W. Hancock, pres.; G. P. Hooper, vice-pres., sales; E. F. Gauss, secy. and treas.; F. C. Janke, vice-pres. and gen. mgr.; L. George Hooper, sales mgr.; R. W. Campbell chief engr.; J. B. Trail, pur. agt.; L. L. Henning, dir. of pur.; D. D. Hollinrake, per. mgr. **Det. Rep.**—George P. Hooper Co., 1914 Fisher bldg.

**HANS INDUSTRIES, INC., EDMUND,** Opdyke rd., Mt. Vernon, Ill. Heaters for buses and trucks, air freshening systems for buses and trucks. Edmund Hans, pres. and treas.; Miriam Hans, vice-pres. and secy.; Robert Feldtman, dir.

**HANSEN MFG. CO.,** 4031 W. 150th, Cleveland 11, O. Fluid line couplings, hose fittings. F. E. Hansen, chmn. of bd.; R. J. Borneman, pres. and gen. mgr.; L. J. Hensen, vice-pres. and gen. sales mgr.; E. C. Wrahse, treas.; H. J. Hansen, secy.; B. W. Manning, asst. gen. mgr.; J. C. Gifford, asst. sales mgr.; J. A. Becks, plant mgr.; M. J. Nelson, chief engr.; W. A. Drexler, mgr., procurement and stock control; W. Berwing, traf. mgr. **Det. Rep.**—Wm. N. Nash Co., 10300 Grand River ave., Detroit 4, Mich. **Adv. Agcy.**—Richard T. Brandt, Inc., B. F. Keith bldg., Cleveland 14, O.

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**HARLEY-DAVIDSON MOTOR CO.,** 3700 W. Juneau ave., Milwaukee 1, Wis. Motorcycles, sidecars, Servi-cars, package trucks. William H. Davidson, pres.; Gordon M. Davidson, vice-pres., mfg.; Walter C. Davidson, vice-pres., sales; William J. Harley, vice-pres. mfg.; Otto P. Resech, secy.-treas.; Joseph Kilbert, sales mgr. (domestic); Ralph Loeffler, sales mgr. (export); Sam F. Greco, adv. mgr.; Joseph Ryan, serv. mgr.; John Harley, parts and acc. mgr.; Chris Spexarth, chief engr.; John Horn, pur. agt. **Adv. Agcy.**—Klau-Van-Pietersom-Dunlap Associates, Inc., Milwaukee, Wis. Tom Scannell, acct. exec.

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**HART MFG. & SALES CO., INC.,** 6639 N. E. Glisan st., Portland 13, Ore. Automobile polish, windshield and glass cleaner, and full line of hand soaps. Ben M. Hallyburton, pres. and sales prom. mgr.; M. J. Carroll, vice-pres. and gen. mgr.; Virginia L. Hallyburton, secy.; **Adv. Agcy.**—Autographic Studios, Portland, Ore., Tom Drake, asst. exec.

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**HARTFORD STEEL BALL CO., INC.,** 12 Jefferson ave., West Hartford 7, Conn. Steel balls, noncorrosive balls (bronze, monel metal, aluminum, stainless steel, copper, glass, nylon, bakelite), retainers, bearings, burnishing balls and shapes, cutting and burnishing barrels. Stephen V. Zavoico, pres.; Thomas H. Abbott, vice-pres.; W. Hardie Shepard, vice-pres.; Emmett N. Shutts, vice-pres. in chge. of sales; Albert P. Hildebrandt, treas.; Edward Cooper, contr.; Robert D. Sterling, factory mgr.; W. L. Forsyth, chief engr.; E. T. Nelson, pur. agt. **Adv. Agcy.**—F. W. Prelle Co., 95 Elm st., Hartford, Conn.

**HARVEY INDUSTRIES,** 3776 West 152nd st., Cleveland 11, O. Underfloor and overhead exhaust systems, exhaust system blowers, exhaust system hoses, non-crush rubber, stainless steel and galvanized, car and truck tailpipe adapters and fittings. R. V. Scanlon, pres. **Det. Rep.**—Wm. J. Hamilton, 2547 Monroe blvd., Detroit 8, Mich. **Adv. Agcy.**—Stedfeld & Byrne, Wooster rd., Cleveland 16, O. Gordon E. Weir, acct. exec.

**HASKELITE MFG. CORP.,** 701 Ann st., N. W., Grand Rapids 2, Mich. Metal-clad plywood and plastic insulated panels for truck bodies and other commercial uses. R. B. Evans, pres.; F. A. Keihn, exec. vice-pres.; A. N. Williams, vice-pres.; F. W. Mitchell, pur. agt.; Sam Hudson, adv. mgr. **Adv. Agcy.**—J. Walter Thompson, Detroit, Mich. Walter Clayton, acct. exec.

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**HASTINGS MFG. CO.,** Thorne and Hanover sts., Hastings, Mich. Piston rings, aero-type spark plugs, oil filter cartridges, Casite H-W-R, and tools. A. E. Johnson, chmn. of bd.; Stephen I. Johnson, pres.; Harold P. Phillips, vice-pres. and chief engr.; Don A. Siegel, secy.-treas.; Ross R. Dunn, vice-pres. and dir. of sales; Byron K. Fletcher, sales mgr.; Don H. Collins, adv. mgr.; C. S. Morey, pur agt.; W. F. Smith, traffic mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind. William M. Hutchison, acct. exec

**HASTINGS MOTOR CO., INC., WARREN,** 202 N. Front st., Mounds, Ill. Bumpa-Tel signs. Warren S. Hastings, pres.; Earlean R. Hastings, vice-pres. and secy.; James William Sissom, works mgr.; John B. Vick, sales mgr.

**HAVILAND CO., ARNOLD,** Jackson st., Defiance, O. Mufflers, tail pipes, exhaust pipes. Arnold Haviland, prop.; H. E. Bailey, works mgr., pur. agt.; H. H. Haviland, sales mgr., chief engr.; A. P. Zarate, asst. sales; H. McKibben, traf. mgr.; Ernie Holtsberry, asst. supt. **Adv. Agcy.**—Seibert Advertising Service, Defiance, O.

**HAWTHORNE METAL PRODUCTS CO.,** 4336 Coolidge rd., Royal Oak, Mich. Automotive stamping and assembly parts. Samuel E. Cornell, pres.; Bruce C. Cornell, vice-pres.; Frank H. Cornell, secy.; Jack Piercey, chief engr.; Leo G. Barger, pur. agt.; Russell W. Padgett, contr.

**HAYES INDUSTRIES, INC.,** 437 Fern ave., Jackson, Mich. (Subsidiaries: Fifty Div., 805 E. Edgerton, Bryan, O.; Fifty Plus Five Corp., 214 Defiance st., West Unity, O., Namco Div., Wapakoneta, O., trim-home appliances, automotive fans, mufflers, mouldings, aluminum and magnesium textile beams. (Subsidiary: Litemetal Diecast, Inc.), diecastings from aluminum and magnesium. E. C. Hetherwick, pres. and gen. mgr.; G. B. Vass, exec. vice-pres.; Donald Bender, vice-pres., chge. engrg.; W. J. Donahue, secy. and treas.; G. E. Clever, pur. agt.

**HECHETHORN MFG. AND SUPPLY CO.,** P. O. Box 117, Dyersburg, Tenn. Shock absorbers, Kook Kooshions, water nozzles. D. E. Buchanan, chmn. of bd.; W. R. Hechethorn, pres.; J. E. Hechethorn, vice-pres., engrg. and research; R. C. Carlin, vice-pres., sales; L. R. Kelt, plant mgr.; F. E. Pouppirt, treas.-contr.; K. O. Kirker jr., chf. of engr.; C. D. Wilson, pur. agt. **Adv. Agcy.**—Merrill Kremer, Inc., Memphis, Tenn., R. M. Cooper, treas.

**HEET DIV., DeMert & Dougherty, Inc.,** P. O. Box 112, Chicago 50, Ill. Gasline anti-freeze, aerosol spray (plastic), aerosol insulator, anti-friction formula, aerosol spray enamels, insect killer, windshield anti-freeze cleaner. Leonard Drell, pres.; Paul Peterson, works mgr.; Mark D. Aisner, sales mgr.; M. J. Kimmel, adv. mgr., gen. mgr., sales prom. mgr. **Adv. Agcy.**—Arthur Meyerhoff & Co., Chicago, Ill. Marshall Kissel, acct. exec.

**HEIL CO.,** 3000 W. Montana st., Milwaukee 1, Wis. Truck bodies and hoists, rock bodies, refuse units, platform conversion hoists, tailgate loaders, petroleum-transport tanks, milk trucks, tanks, L. P. G. transport tanks, aircraft refuelers. Joseph F. Heil, pres.; John Barclay, transport vice-pres. and mgr. body and hoist div.; J. F. Heil jr. (tanks); W. Carlson (hoists and bodies), sales mgrs.; Arnold Meyer, vice-pres., mgr. (tank div.); Alfred Baun, dir. of pur.; John Norton, traf. mgr. **Adv. Agcy.**—Bert S. Gittins, Milwaukee, Wis.

**HEIN-WERNER CORP.,** 1200 National ave., Waukesha, Wis. Hydraulic jacks, wheeled jacks, push and pull hydraulic jacks, bumper-lift jacks. J. D. Watson, pres.; F. O. Kovich, vice-pres.; L. C. Hoene, secy.; E. G. Bach, treas.; H. J. Scullin, sales mgr.; E. G. Buehl, serv. mgr.; M. L. Lumb, pur. agt. **Adv. Agcy.**—Arthur Mogge, Inc., Chicago, Ill. A. R. Mogge, acct. exec.

**HEISLER MFG. CO.,** Hudson, Ia. Dual thrusted carb. and manifold, overdrive transmission, governors, live power take-off clutch, hydraulic pump couplers, manifolds, piston and sleeves, clutch plates for tractors. H. F. Heisler, pres.

**HELI-COIL CORP.,** Shelter Rock Lane, Danbury, Conn. Screw thread inserts and tools, thread repair kits. Eduard Baruch, pres.; Leo Brancato, vice-pres. and chief engr.; John Fasano, sales mgr.; Robert H. Kane, adv. mgr.; T. C. Gorman, pur. agt. **Det. Rep.** — Hodgson-Geisler Co., 18917 James Cousens, Detroit 35, Mich. **Adv. Agcy.** — O. S. Tyson & Co., New York, N. Y. Howard Gauvain, acct. exec.

**HELLER & CO., W. C.,** 2591 Express rd., Montpelier, O. Store fixtures, tables, counters, parts cabinets, special cabinets and displays and kindred items. E. G. Heller, pres.; L. S. Heller, vice-pres.; R. L. Heller, vice-pres., gen. mgr. and pur. agt.; J. B. Heller, treas.; Wm. C. Heller, secy.; E. M. Waltenberger, sales mgr.

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**HELLWIG PRODUCTS CO., INC.,** 6231 San Fernando, Glendale 1, Calif. Spring stabilizers, torque control units, overload springs. R. H. Hellwig, pres., chief engr.; Donald J. Hellwig, vice-pres.; Ethel M. Hellwig, secy., treas.; Martin Wolze, pur. agt.

**HELMS INDUSTRIAL DEVELOPMENT CO.,** West Lafayette, O. Grille and deck guards, car-top luggage carriers. J. B. Montgomery jr., pres.; D. E. Williams, sales mgr.; L. D. Ostler, sales correspondent.

**HERBRAND DIV., Bingham - Herbrand Corp.,** 111 Stone st., Fremont, O. Forgings: connecting rods, steering knuckles, axles, other forgings for vehicles and general applications. Tools: wrenches (socket, box, open-end, combination, adjustable, pipe). Ratchet, pliers, screwdrivers, punches, chisel, body and fender tools, pry bars, hammers and special automo-

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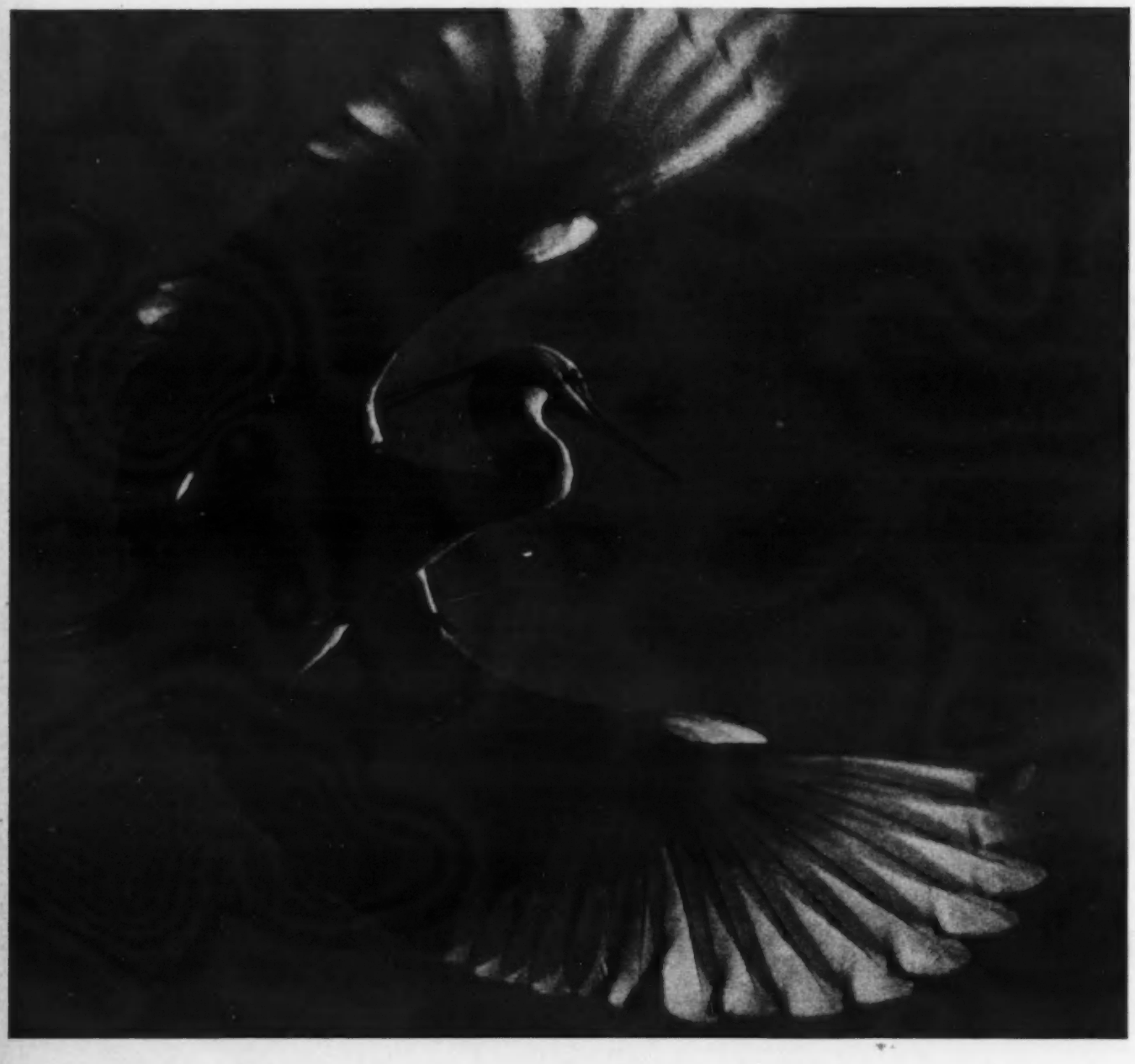

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tive tools. L. E. Yunker, pres.; T. A. McMullen, vice-pres. and gen. mgr.; A. R. Kariovetz, sales mgr.—tools; R. F. Griffin, factory mgr.; E. W. Hackney, chief engr.; L. H. Andrews, contr.; D. E. Oren, pub. and pers. rel.; F. P. Schliebner, qual. cont. mgr.; R. D. Black, adv. mgr.; J. R. Diehr, pur. agt. **Det. Rep.**—G. Bawden jr., 199 Pierce st., Birmingham, Mich. **Adv. Agcy.**—Slayton Racine, Inc., Toledo, O.

**HERCULES MFG. CO.,** One Main st., Henderson, Ky. Bodies: panel, custom built, insulated, refrigerated, platform, grain and stock. F. R. Specht, G. M. Specht, G. L. Caddick, partners; J. H. O'Bryan, sales mgr.; G. C. Hartig, chief engr.; P. E. Adam, pur. agt.; F. S. Butke, prod. mgr.

**HERCULES MOTORS CORP.,** 101 11th st., S. E., Canton 2, O. High speed, heavy duty, water cooled and air cooled, international combustion engines (gas, gasoline, kerosene, butanepropane and diesel). H. H. Timken, chmn. bd. of dirs.; William L. Pringle, pres.; Walter L. Brough, exec. vice-pres.; A. R. Miller, vice-pres. in chge. of purs. and traffic; G. W. LaSalle, vice-pres.; J. D. Cook, secy. and treas.; A. D. Marks, dir. of sales; H. E. Olson, factory mgr.; E. L. Latta, serv. mgr.; Dr. E. A. V. Horiak, chief engr. **Adv. Agcy.**—Marsteller, Rickard, Gebhardt & Reed, Inc., Pittsburgh, Pa. Bruce Richardson, acct. exec.

**HERCULES STEEL PRODUCTS CO.,** Galion, O. Hydraulic hoists and dump bodies, trailer dump bodies, farm conversion hoists, hydraulic endgates, fertilizer spreaders, garbage and refuse collection bodies, van bodies and transit mixers. David Van Alstyne jr., chmn. of bd.; E. Paul Monroe, pres.; Oliver C. Henkel sr., vice-pres., sales engr.; Alfred Dangler jr., exec. vice-pres. mfg.; D. G. Strothers, A. J. Sangner, Fred Biszantz, vice-pres.; J. Robert Mellish, secy., treas.; Ralph Deems, asst. treas. and secy.; M. E. McLeod, contr.; D. J. Redmond, dir. of sales; H. E. McCormick, sales mgr.; H. E. Boncutter, sales prom. and adv. mgr.; Richard Heinlen, pur. agt.; H. Lust, pers. dir. **Adv. Agcy.** — Howard Swink, Marion, O.

**HERRON-ZIMMERS MOULDING CO.,** 3900 E. Outer dr., Detroit 34, Mich. Stainless steel mouldings and stampings. O. D. Herron, pres. and gen. mgr.; J. H. Zimmers, vice-pres.; J. O. Dillenberger, sec. and treas.; D. Hunter, works mgr.; V. Hufnagel, chief engr.; M. Behaeghe, pur. agt.; J. Juracko, traffic mgr. **Det. Rep.**—O. J. Crowe, D. McMinn.

**HEWITT-ROBINS, INC.,** 666 Glenbrook rd., Stamford, Conn. Foam rubber in molded and slab form; also foam rubber fused to cloth or vinyl. Thomas Robins jr., pres.; Austin Goodyear, exec. vice-pres.; Ellis B. Gardner, vice-pres. and gen. mgr. of foam rubber; H. Von Thaden, vice-pres.; Pitt B. Harris, gen. sales mgr. for foam rubber prod.; F. L. Griffith, vice-pres., gen. sales mgr. for ind. div.; F. W. Blanchard, vice-pres.; W. C. Gilbertson, gen. sales mgr. for specialty prod.; Herman A. Schaefer, secy.-treas.; J. C. Babcock, mgr. of opers. Foam Prod. Div.; C. L. Frost, sales mgr.; Claude W. Mottinger, pur. agt.; Edward Lebo, pub. rel. mgr. **Det. Rep.**—George P. Hooper Co., 1914 Fisher bldg., Detroit 2. **Adv. Agcy.** — Fuller, Smith & Ross, Inc., New York, N. Y.

**HEYER INDUSTRIES, INC.,** 471 Cortlandt st., Belleville 9, N. J. Motor tune-up and battery servicing equipment consisting of fast battery chargers, trickle chargers and battery testers. B. F. W. Heyer, pres.; A. P. Heyer, vice-pres., mgr. distributor sales; J. H. St. John, vice-pres., mgr. sales engrg.; S. O. Olesen, vice-pres., gen. mgr.; H. T. McCann, asst. sales mgr.

**HICKOK MFG. CO.,** 850 St. Paul st., Rochester 1, N. Y. Automotive safety products, safety belts and seat belts, safety belt accessories and parts and other safety items, industrial insignia. Ray T. Hickok, pres.; Alan O. Hickok, vice-pres.; Joseph Clemens, treas.; Wm. Hobbs, chmn. policy and oper. com.; Wm. D. Brandt, sales mgr.; Marguerite Boehmer, adv. mgr.; Robert Brown, chief engr.; Walter Toombs, pur. agt. **Adv. Agcy.**—Kastor, Farrell, Chesley & Clifford, 400 Madison ave., New York 17, N. Y. Frank Baker, acct. exec.

**HIGBIE MFG. CO.,** Fourth and Water sts., Rochester, Mich. Steel tubing for automotive requirements; gasoline and diesel engines; appliances, heating elements, and for mechanical purposes; precision screw machine parts. E. P. Robinson, vice-pres. sales (Avon Tube Div.); Glenn Barnett, vice-pres. sales (Bronson Reel and Precision Parts Div.)

**HIGHWAY SAFETY APPLIANCES, Div. of Napco Industries, Inc.,** Seventh st., North Lyndale, Minneapolis 11, Minn. Manufacturers of electric sanders for traction for trucks, buses, passenger cars, automotive equipment. W. J. Auger, sales mgr. **Adv. Agcy.**—Alfred Colle, Minneapolis, Minn. Keith Smith, acct. exec.

**HIGHWAY TRAILER CO.,** 405 East Fulton st., Edgerton, Wis. Commercial truck trailers, trailerized tanks, dry bulk haulers, utility truck bodies, earth boring machines, pole and cable reel trailers, winches, power take-offs, service accessories. H. J. Meagher, pres.; C. N. Christy, treas.; C. N. Maybruck, secy.; H. C. Stricker jr., chief engr.; J. W. Shellnut, pur. agt.

**HINSON MFG. CO.,** Westfield ave. and Menges, Waterloo, Ia. Seat covers, seat belts, service covers, sanforized work garments, and other textile automotive products. Clyde Hinson, pres.; James Hinson and Wm. H. Hinson, vice-presidents; Paul L. Ferguson, secy.; William H. Hinson, treas.; Paul Jacoby, works mgr.; H. D. Leighty, sales mgr.; D. H. Torner, asst. sales mgr.; James Hinson, pur. agt. **Det. Rep.**—E. C. Reamer, 714 Genesee Bank bldg., Flint, Mich.

**HOBART BROTHERS CO.,** Hobart Square, Troy 1, O. Battery chargers, arc welders, motor generator sets, pipe thawing equipment. E. A. Hobart, pres.; W. H. Hobart, vice-pres.; C. J. Jenkins, secy. and treas.; O. H. Menke, gen. mgr.; E. C. Galbreath, sales mgr.; Cliff Priest, adv. mgr.; H. Mohler, serv. mgr.; W. B. Howell, territorial mgr.; E. A. Hobart, chief engr.; B. A. Lutz, pur. agt.; C. Knisley, traffic mgr. **Det. Rep.** — Roy Smith Co., 5257 Trumbull ave., Detroit. **Adv. Agcy.** — Ralph Dalton & Assoc., Troy, O. R. W. Dalton, acct. exec.

**HOBBS CORP., JOHN W., Div. of Stewart-Warner Corp.,** Yale and Ash, Springfield, Ill. Automatic operating lights for glove and luggage compartment and for underhood, small gravity operated mercury switches, plunger-type switches, exhaust extension deflectors, license lights and frames, engine hour meters. J. W. Hobbs, pres. and gen. mgr.; H. D. Chance, vice-pres.; F. Lee Farmer, vice-pres., sales mgr.; A. Kubish, works mgr.; Byron Booth, asst. sales mgr.; Chas. A. Woodcock, chief engr.; P. W. Redieske, pur. agt. **Det. Rep.** — J. H. McPhail, 1017 Fisher bldg., Detroit, Mich.

**HOBBS MFG. CO.,** 26 Salisbury st., Worcester 5, Mass. Split type lock washers, cotter pins. Willard H. Ware, pres., treas.; Stewart F. Oakes, vice-pres., gen. mgr.; Robert Rothkopf, sales mgr.; Thomas B. Daly, asst. sales. **Det. Rep.**—R. E. Filiatrault, 802 Fisher bldg.

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**HOFFMAN IRON & STEEL CO.,** Warren-Sharon rd., Vienna, O. Suburban tote all truck bed, storm dodger grill. Ralph B. Hoffman, pres.; Gladys Hoffman, vice-pres. **Adv. Agcy.**—R. J. McCallister Co., Youngstown, O. John R. Advent, acct. exec.

**HOLLEY CARBURETOR CO.,** 11955 E. Nine Mile rd., Van Dyke, Mich. Carburetors, distributors, fuel pumps, gas turbine controls and governors. George M. Holley, chmn. of the bd.; Earl Holley, vice-chmn. of bd.; George M. Holley jr., pres., chmn. exec. comm.; M. J. Kittler, exec. vice-pres.; Carl H. Hofmeister, vice-pres. chge. new products; B. B. Phillips, vice-pres. chge. finance and treas.; N. A. Miles, vice-pres. chge. ind. rel., secy.; John C. Holley, vice-pres., dir. of sales; Edwin R. Stroh, vice-pres. and automotive sales mgr.; Danforth Holley, vice-pres. pub. rel. and new products; P. L. Greenwood, asst. secy.; B. R. Tabbert, asst. automotive sales mgr.; J. R. Nyland, asst. automotive sales mgr.; W. E. Bailey, serv. sales mgr.; G. Freeland, adv. mgr.; M. R. Lawyer, serv. mgr.; A. J. Hess, mgr. aircraft activities; J. H. Stickney, aircraft sales mgr. **Adv. Agcy.**—Holden, Chapin, LaRue, Inc., Detroit, Mich. John Chapin, acct. exec.

**HOLLINGSHEAD CORP., R. M.,** 840 Cooper st., Camden, N. J. Aviation, industrial automotive and household chemical maintenance products including polish, hydraulic brake fluid, cleaner, shock absorber fluid, cooling system chemical, appearance conditioning chemicals and products. R. M. Hollingshead, chmn. of the bd.; Stewart Hollingshead, chmn. of exec. comm., gen. sales mgr.; T. J. Bagley, exec vice-pres.; H. L. Danziger, vice-pres., special brands; W. H. Lukens, vice-pres., export; Charles Ferris, acting secy.; Thomas J. Freda, gen. adv. mgr.; Peter Bicket, treas.; Orville Timms, pur. agt. **Adv. Agcy.**—Gray and Rogers, 12 S. Twelfth st., Philadelphia 7, Pa.

**HOLLYWOOD DEEP TONE MFG. CO.,** 21300 Sherman Way, Canoga Park, Calif. Glass packed mufflers, exhaust header systems with glass packs, dual sets with glass packs, chromed extensions, reparits—chromed and regular, racket busters, dual and exhaust systems for use with stock mufflers, head pipes, tail pipes, clamp sets. Carl A. Mercer, pres.; Howard Kaslin, vice-pres.; Obera Mercer, secy.-treas.; Vern Coop, chief engr.; Jack Kreba, exp. and testing; Jack R. Mooring, pur. agt.

**HOLMES, CO., ERNEST,** 2505 E. 43rd st., Chattanooga 7, Tenn. Holmes wreckers, service bodies, wrecking equipment. Ernest W. Holmes jr., pres.; F. T. Russey, secy and vice-pres.; Marie B. Love, treas.; Gary F. Davies, sales mgr.; Val Reich jr., asst. sales mgr.; J. H. Van Zandt, parts mgr.; E. E. Cline, chief engr.; H. T. Sliger, plant supt.; A. M. Morton, pur. agt. **Adv. Agcy.** — Acme Advertising Agency, Altanta, Ga.

**HOMESTEAD VALVE MFG. CO.,** Box 98, Coraopolis, Pa. Hypressure Jenny steam cleaner, Hypressure Jenny compounds. Homestead holsters and valves. W. R.

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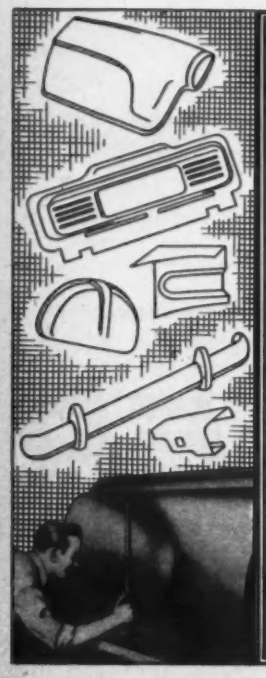

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**HOOF CO., C. M.,** 2100 Greenleaf st., Evanston, Ill. Locks, lites, mouldings, sinks and hardware. E. H. Hebner, pres.; David Lyons, vice-pres., treas., sales mgr.; Herman T. Van Mell, secy.; Robert W. Lyons, adv. mgr., sales prom. mgr.; L. V. Trabert, pur. agt. **Det. Rep.**—Wm. D. Gingrich, 4095 Cascade rd., Grand Rapids, Mich. **Adv. Agcy.** — Marvin E. Tench Adv. Agency, 5252 W. Kinzie st., Chicago 44, Ill.

**HOOF PRODUCTS CO.,** 6543 S. Laramie ave., Chicago 38, Ill. Engine governors, velocity and centrifugal types; timing gear, silent; steel and aluminum-steel matched sets; timing chains; sprockets. A. C. Hoof, pres., treas.; D. Gust, vice-pres.; C. Disabato, pur. agt.; R. Ulm, chief engr. **Adv. Agcy.**—Symonds MacKenzie & Co., Chicago, Ill.

**HOOVER BALL AND BEARING CO.,** Ann Arbor, Mich. Ball bearings, all types, Balls: chrome alloy, stainless steel, brass, bronze, monel and commercial type carbon steel. C. H. Simmons, pres. and chmn. of bd.; W. L. Brittain, exec. vice-pres.; Walter B. Kraus, secy.; Wm. E. Watrous, treas.; H. L. Schrock jr., vice-pres., gen. mgr.; R. C. Ressler, vice-pres. chge. of mfg.; F. H. Lennox, serv. sales mgr.; J. T. Miller jr., asst. sales mgr.; J. A. Carman, dir. of purch.; Robert W. Ebey, adv. mgr.; Leo Rollins, per. dir. **Adv. Agcy.**—Fred M. Randall Co., Detroit, Mich.

**HOPE METAL PRODUCTS, INC.,** 1688 Arabella rd., Cleveland 12, O. Heavy duty metal parts bins, super strength commercial shelving, special storage equipment, shop equipment (benches, stools, counters, tool toters), etc., storage cabinets, special automotive displays of steel, toilet partitions, office partitions, shower stalls, metal hospital cubicles. Ivor H. Hope, pres.; Milton I. Hope, vice-pres.; Bob Hope, chmn. of bd.; Ivor H. Hope, Milton I. Hope, David Nadel, Joseph J. Klein, bd. members; Paul D. Travers, chief engr.; George E. Yanke, contr. and office mgr.; Frank H. White, dis. sales mgr.; John Wolfe, supt. in chge. of constr. prod.; Stephen Stack, mgr. customer serv. dept.

**HOPKINS MANUFACTURING CORP., INC.,** 428 Peyton ave., Emporia, Kans. Headlamp aimer, mandlepower meter, dial pick-body fender tool, trouble lamp, split image transit, vac-u-lite (automobile mfgrs. production line lamp adjuster). E. L. Hopkins, pres.; R. E. Hopkins, vice-pres., prod. mgr.; Nettie M. Dawson, secy.-treas.; Lee Irwin, chief engr.; W. C. Law, pur. agt.; F. F. Schrader, sales rep. home office. **Det. Rep.**—(for car mfgrs.) W. M. Hamilton, 22612 Beech st., Dearborn, Mich. (for jobbers) Cliff Johns, 374 Bunny Run blvd., Lake Orion, Mich. **Adv. Agcy.**—Richard Lane & Co., Kansas City, Mo.

**HOUDAILLE INDUSTRIES, INC.,** 1280 Main st., Buffalo 9, N. Y. Bumpers, bumper guards, bumper hangers, torsional vibration dampers, rotary shock absorbers, fender panels, special automotive tools, variable volume transmission pumps. Custom forgings, hand tools. Ralph F. Peo, pres., chmn. of bd.; G. C. Saltarelli sr., vice-pres. chge. oper.; F. Arthur Smith, vice-pres. and group exec. in chge. auto div. **Sales Reps.**—Gordon O. Rice, Detroit div.; A. C. Crossen, Buffalo, Hydraulics div.; John A. Crosby, Detroit div.; M. R. Cummings, Houdaille of Canada; B. A. Elms, Huntington and Chicago divs.; Merle J. Timmerman, Manzel div., Buffalo; R. A. Johnson, N. Chicago div. **Adv. Agcy.**—Comstock & Co., Buffalo 2, N. Y.

**HOUDAILLE INDUSTRIES, INC., Buffalo Hydraulics Div.,** 537 East Delavan ave., Buffalo 11, N. Y. Rotary shock absorbers, torsional vibration dampers, friction snubbers, variable displacement hydraulic pumps. Ralph F. Peo, pres.; Eric G. Boehm, gen. mgr.

**HOUGHTON & CO., E. F.,** 303 W. Lehigh ave., Philadelphia 33, Pa. Carburizers, heat treating salts, cutting oils, drawing oils, tempering oils, textile oils and softeners, leather belting and packings, and lubricants. Aaron E. Carpenter, chmn. of bd., gen. mgr.; Wm. F. MacDonald, pres.; D. J. Richards (sales), vice-pres.; John F. Maisch, treas.; E. A. Carpenter, secy.; Herbert M. Michael, M. M.; Douglas C. Miner, adv. mgr.; Herbert B. Fox, dir. of pur.; Harry C. Mohrman, traf. mgr. **Det. Rep.**—H. E. Martin, Stephenson bldg.

**HOUSER ENG. & MFG. CO., INC.,** 200 E. Spring st., Bluffton, Ind. Valve spring shims and gauges, safety door locks, battery holddowns, camber adjusting bolts, license plate brackets, license plate fasteners, idler arm adjusters. C. L. Schust Co., Inc., owner; Clemence N. Butts, sales mgr.

**HOWELL DEVICE CO.,** 1083 Erie Cliff, Cleveland 7, O. Parts cleaning brush for garage repair. R. C. Howell, pres.; R. S. Adams, secy.; Wm. Scholleart, chief engr., asst sales.

**HUB CITY IRON CO.,** 217 First ave., S.W., Aberdeen, S.D. Valve guides, valve seats, cylinder sleeves, shop equipment. P. C. Green, pres. and gen. mgr.; Mayme C. Green, secy. and treas.; Alberta G. Smith, vice-pres.; F. Glover, works mgr.

**HUCK MFG. CO.,** 2480 Bellevue, Detroit 7, Mich. Blind rivets, huckbolts, rivet pull guns. A. W. Armour III, pres.; A. E. Benkert, exec. vice-pres.; A. M. Stern, secy.; C. M. Albritton, vice-pres., mfg.; G. Van Hecke, vice-pres., engrg.; G. Q. Mathews, vice-pres. chge. sales; A. R. Tenny, sales mgr., Eastern div.; W. D. Messer, sales mgr., Midwestern div.; C. B. Armour, admn. rep. **Det. Rep.** — C. J. Hanneman, 2480 Bellevue. **Adv. Agcy.**—Forrest B. Hubert, Inc., Detroit Mich. Forrest B. Hubert, acct. exec.

**HUDSON LAMP CO.,** 528 Elm st., Kearny, N. J. Miniature incandescent lamps; automotive flashlight, radio panel. H. Fine, pres.; J. D. Collins, vice-pres., engr.; P. S. Rust, vice-pres., sales; L. A. Musella, treas.; D. E. Davis, secy.

**HUFFMAN MFG. CO. Automotive Div. Ohio,** Delphos, O. Oil measures, automatic transmission service units, oil dispensers, creepers, gas cans, lift drains, safety cans, funnels. H. M. Huffman jr., pres.; F. C. Smith, exec. vice-pres.; D. S. Mitchell, treas.; R. E. Dorman, gen. mgr.; T. M. Jones, asst. sales; F. Schlereth, traf. mgr. **Det. Rep.**—James R. Hearn, 631 Seldon ave., Detroit 1.

**HUGHES-KEENAN CORP.,** London road, Delaware, O. Roustabout cranes, winches, hi-lift. G. W. Way, pres., gen. mgr.; W. E. Post, vice-pres.; Harry A. Humes, secy., treas.

**HULL MFG. CO.,** P. O. Box 246, Warren, O. Illuminated automobile compass for night and day driving. Walter E. Hull, pres., treas., gen. mgr.; Ralph W. Hull, vice-pres., works mgr.; Agnes W. Hull, secy.; Russell A. Walter, sales, adv. mgr., asst. treas. **Adv. Agcy.**—R. J. McCallister Co., 4216 Market st., Youngstown, O. R. J. McCallister, acct. exec.

**HUNTER ENGINEERING CO.,** Hunter ave. and Ladue rd., St. Louis 24, Mo. Wheel balancers, weights and equipment and wheel aligners and equipment. Lee Hunter, chmn. of bd.; Joseph Hunter, pres. and gen. mgr.; H. M. Seago, vice-pres. and sales mgr.; E. A. Goergen, secy-treas.; D. J. Wheeler, adv. and prom. mgr.; A. Healy, chief engr.; C. Denniston, pur. agt. **Adv. Agcy.** — Al Maescher Adv., Inc., St. Louis, Mo.

**HUNTER MFG. CO.,** 30525 Aurora rd., Solon, O. Gasoline burning truck heaters, Hunter cargo coolers, LP-gas fired cargo heaters. Robert H. Hunter, pres.; Warren A. Miller, vice-pres. and sales mgr.; L. M. Hunter, secy.-treas.; H. W. Hurless, works mgr.; A. J. Hanje, vice-pres., prod.; J. C. Wolfe, pur. agt. **Adv. Agcy.**—Meermans, Inc., 1924 N.B.C. Bldg., Cleveland, O. F. T. McDonough, acct. exec.

**HUPP AVIATION CO.,** 6633 West 65th st., Chicago 38, Ill. Gears, shafts, gear boxes, traversing gear boxes, high speed hydraulic rotary gear pumps, weldments, precision machining, sheet metal fabrication. T. V. Purvin, pres.; H. P. Fields, mfg. mgr.; J. W. Painter, gen. sales mgr.; J. K. Sloan, sales mgr., pumps. **Adv. Agcy.**—C. Franklin Brown, Inc., 20 N. Wacker dr., Chicago, Ill.

**HUPPOWER DIV., Hupp Corp.,** 7450 Melville, Detroit 17, Mich. Electric window lifts and other electric power actuating mechanisms, automotive heaters. R. E. Brown, pres.; E. A. Reinhart, contr.; E. A. Millbeam, mfg. mgr.; J. H. Stoops, gen. sales mgr.; L. A. Quart, district sales mgr.; H. B. Kulose, chief engr.; W. S. Thomas, pur. agt. **Det. Reps.**—L. A. Quart, K. P. Shaver, R. L. Plasko. **Adv. Agcy.**—Burson-Marsteller Associates, Inc., 800 Second ave., New York 17, N. Y. S. W. Baker, acct. exec.

**HURD LOCK & MFG. CO.,** 438 New Center bldg., Detroit 2, Mich. Locks, control rods, polishing, die castings, ornaments, plating, hub caps, stone guards. C. D. Ferguson, pres.; Edwin W. Hurd, exec. vice-pres.; C. Sinclair, vice-pres.; C. J. Marshall, sales mgr.; W. E. Carroll, secy.; R. A. Kropp, pur. agt.; H. F. Dies, chief engr. **Det. Rep.**—Edwin W. Hurd, 438 New Center bldg., Detroit 2, Mich.

**HYATT BEARINGS DIV., General Motors Corp.,** Harrison, N. J. Roller bearings. W. L. Milner, gen. mgr.; C. C. Wardell, adv. mgr.; J. S. Marratt, mgr., Harrison plant; T. A. Jagen, works mgr.; Al Buchan, mgr., Clark plant; T. E. Hustead, prod. mgr.; C. W. Kalchthaler, chief engr. **Det. Rep.**—L. C. Groce, mgr. motor sales div. **Adv. Agcy.** — D. P. Brother & Co., Detroit, Mich. S. C. Brown, acct. exec.

**HYDRAULIC PRESS MFG. CO., Div of Koehring Co.,** Mount Gilead, O. Hydraulic presses for the metal working and process industries; die casting machines; plastics molding machines; Henry & Wright dieing machines, hydraulic pumps, valves, fluid motors, controls. W. H. Bennett, pres., gen. mgr.; E. L. Oehling, gen. sls. mgr.; J. W. Arnold, vice-pres. mfg.; C. P. Terry, adv. mgr.; Lloyd Harris, serv. mgr.; H. J. Elisko, parts and acc. mgr.; R. J. Lindsey, vice-pres., engrg.; Carl Fisher, pur. agt.; C. L. Coning, traf. mgr. **Det. Rep.** — Art Linzell, 2842 W. Grand blvd., Detroit 2. **Adv. Agcy.**—Jay H. Maish Co., Marion, O. Jim Gallant, acct. exec.

**HYDRAULIC PRODUCTS CO.,** 509 Westminster, Providence, R. I. Dyna-lift, dyna-jack, magic air oiler, grinding machines, regulators, vaporizers, air valves, trestles and cap plugs. Woolsey A. Shepard, pres. and treas.; Norman T. Boiles, vice-pres. and gen. mgr.; William A. Stewart, exec. vice-pres. and secy.; Francis J. Devlin, asst. treas.; Earl E. Bushman, works mgr.; George Page, sales mgr.; Lloyd Sheeran, chief engr.; Robbert Hall, pur. agt.; Peter J. Cloharty, dir. of dev.

**HYGRADE PRODUCTS DIV., Standard Motor Prod., Inc.,** 37-18 Northern blvd., Long Island City 1, N. Y. Carburetor kits and parts; fuel pumps, kits and parts; speedometer cable and casing assemblies. Elias Fife, pres., treas.; H. O. Rosenstein, vice-pres., secy.; A. Roffman, adv. mgr.; B. Fife, gen. mgr.; J. F. Kenny, sales mgr.; L. Steinberg, chief engr.; I. Beck, pur. agt.; N. L. Sills, per. mgr. **Adv. Agcy.** — Friend, Reiss Adv. Co., New York, N. Y. Harold Reiss, acct. exec.

**HYMAN CO., S. E.,** 326 Jackson st., Fremont, O. Automobile seat covers, door scuff pads, wedge cushions, arm rest covers. R. D. Fence, pres. and gen. mgr.; R. B. Newman, vice-pres., treas.; Chester Culbert, secy.; C. H. Pickard, vice-pres. and prod. mgr.; Harold A. Dudley, supt.; Henry Sternberg, vice-pres. and sales mgr.; R. C. Mirsky, vice-pres. and Eastern sales mgr.

**HYSTER CO.,** 2903-26 N. E. Clackamas, Portland 8, Ore. Also plants at Peoria, Ill., Danville, Ill., Nijmegen, The Netherlands, Sao Paulo, Brazil and Glasgow, Scotland. Fork lift trucks, Straddle trucks, Karry Krane, tractor winches, tractor cranes, tractor arches. Ernest G. Swigert, pres.; Frank L. Ross, vice-pres.; Harvey Black, secy.-treas.; Philip Hill, exec. vice-pres.; Harvey Raasch, Ray Ronald, R. F. Moody, sales mgrs.; R. L. Howerton, sales prom. mgr.; Jack Lewis, vice-pres. chge. prod.; D. J. Sheehan, serv. mgr.; Glenn Herz, chf. engr.; Paul Rhodes (West), Ken Waldren (East), pur agts. **Det Rep.**—Hyster Co. of Mich., 12945 Puritan ave., Detroit 27. **Adv. Agcy.**—Cole & Weber, Portland. R. H. McCullough, acct. exec.

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**IDEAL CORP.,** 435 Liberty ave., Brooklyn 7, N. Y. Hose clamps, switches, voltage regulators. Phil Rauch, pres.; Louis Rauch, vice-pres.; Ed Kane, sales mgr. **Adv. Agcy.** — RAF Advertising, Inc., Newark, N. J. D. Lauter, acct. exec.

**ILLINOIS TOOL WORKS,** 2501 No. Keeler ave., Chicago 39, Ill. Engineered and standard metal cutting tools, gear and cutting tool measuring machines. Harold Byron Smith, pres.; J. F. Miller, vice-pres.; J. R. Russell, secy. and treas.; Robert E. Wolff, mgr. Illinite Div.; J. Tapper, works mgr.; E. E. Valy, sales mgr.; D. K. Davis, mgr. eng. sales & serv.; D. A. Permoda, adv. mgr.; John Gibson, chief engr.; A. Froehlich, pur. agt.; J. Tomlin, pub. rel. mgr. **Det. Rep.**—Ed Wiard, 2895 E. Grand blvd. **Adv. Agcy.**—Waldie & Briggs, Chicago, Ill. R. M. Wall, acct. exec.

**IMCO CONTAINER CORP.,** 75th and Cleveland sts., Kansas City 30, Mo. Polyethylene bottles and jars for various car polishes and window cleaners. W. K. Archer, pres.; R. V. Vosburgh, vice-pres.; H. J. Steed, secy. and treas. **Adv. Agcy.**—Comer & Pollard, Kansas City, Mo. C. Alec Pollard, acct. exec.

**IMCO MFG. & SALES CO.,** 10 E. Lafayette ave., Baltimore 2, Md. Imco lined brake shoes, universal joints, water pumps, brake cable shorteners. Irvin M. Cook, pres.; I. Douglas Cook, sales mgr.; J. A. King, pur. agt. **Adv. Agcy.**—David Lampe Advertising Co., Baltimore, Md.

**IMERMAN SCREW PRODUCTS CO.,** 6420 E. Lafayette, Detroit 7, Mich. Screw machine products, automotive steering and suspension assemblies. Stanley Imerman, pres., treas. and gen. mgr.; Wilfrid G. Torrance, vice-pres., sales mgr.; Joseph H. Jackier, secy.; E. A. Sicklesteel, pur. agt. **Det. Rep.**—6420 E. Lafayette, Detroit 7, Mich.

**IMPERIAL BRASS MFG. CO.,** 6300 Howard st., Chicago 31, Ill. Tube fittings, flexible fuel lines, pressure hose and reusable couplings, power steering hose assemblies, needle and shutoff valves, drain cocks, fuel strainers, push-pull controls, tube cutters, benders, flaring tools, drum faucets, battery hydrometers, antifreeze testers, motor cleaners, air nozzles. F. C. Shafer, chmn. of bd.; W. C. Musham, pres. and treas.; F. Harris, secy.; J. T. Greenlee, vice-pres., sales mgr., ind. div.; C. H. Benson, vice-pres., sales mgr., distributor sales; F. J. McNellis, export mgr.; E. F. Todd, sales prom. mgr.; M. L. Warder, adv. mgr.; G. Franck, dir. of engrg.; W. B. Burnet, pur. agt.; Joseph Blecha, traf. mgr. **Adv. Agcy.**—Klau, Van Pietersom, Dunlap, Milwaukee 3, Wis. Hal Weber, acct. exec.

**IMPERIAL HANDLE & LOCK MFG. CO., INC.,** 858 East 29th st., Brooklyn 10, N. Y. Gas locks for Cadillacs, body hardware, fenda-trim gas lock, guardian safety handle, door handles, locks, channels. Owned and operated by the Friedman Bros.

**IMPERIAL INDUSTRIES, INC.,** 4136 Walker ave., Wayne, Mich. Production forming facilities for all types of thermoplastics. W. G. Lewellen jr., pres., gen. mgr., pur. agt.; C. O. Betz, vice-pres., treas., prod. mgr., chief engr.; R. W. Struthers, sales mgr. **Det. Rep.**—R. W. Struthers, 628 Pallister.

**INDEPENDENT LOCK CO.,** Fitchburg, Mass. Locks, key blanks, key cutting machines. G. W. Falk, pres.; J. J. Meyer, vice-pres.; B. S. Falk, gen. sales mgr.; J. S. O'Donnell, ind. sales mgr.; B. A. McCuen, mdse. mgr.; S. Morgen, works mgr.; H. B. McGuirk, serv. mgr.; B. Kaplan, pur. agt.; G. Patriquin, chief engr.; J. Manning, traf. mgr. **Det. Rep.**—Harry J. Sherman, 2101 Cass Ave. **Adv. Agcy.**—Humphrey, Alley & Richards, Inc., 1235 Statler bldg., Boston, Mass. Herman Allen, acct. exec.

**INDIAN CO., THE,** 29 Worthington st., Springfield, Mass. Motorcycles; spare parts and accessories, import bicycles. Arthur T. McManmon, pres.; Lawrence O. Paul, exec. vice-pres.; A. F. West, vice-pres., sales mgr.; T. I. Mosley, serv. mgr. and chief engr.; R. B. Denis, pur. agt.; Armand P. Gaudreau, traf. mgr. **Det. Rep.** — Robert J. Steiner, 5259A No. 31st st., Milwaukee, Wis. **Adv. Agcy.**—Gibney and Barreca, Springfield, Mass.

**INDUSTRIAL RAYON CORP.,** 500 Fifth ave., New York 36, N. Y. Nylon staple fiber, rayon knitted fabrics, continuous process, rayon filament yarn, rayon tire cord. H. B. Kline, pres.; Fred Bissinger, exec. vice-pres.; C. E. Rodgers jr., nylon staple fiber continuous process; G. C. Miller, rayon filament yarn; G. I. Rounds, rayon tire cord; A. A. Schoenberger, rayon knitted fabrics.

**INDUSTRIAL RESEARCH, INC.,** 4016 N. W. 29th st., Miami 42, Fla. Catalyst battery caps. C. H. Laughlin, pres.; Darrell S. Jones, vice-pres.; P. Howard Wills, secy., treas.

**INGERSOLL - RAND CO.,** 11 Broadway, New York 4, N. Y. Air compressors, air tools, electric impactools, diesel engines, centrifugal pumps, blowers, rock drills, steam condensers. R. H. Johnson, pres.; L. C. Hopton, 1st vice-pres.; E. A. Keogh, treas.; H. G. Conkey, vice-pres.; N. D. Cherry, asst. sales mgr.; A. W. Loomis, adv. mgr.; W. T. Mills, gen. pur. agt.; F. Webbe, traf. mgr. **Det. Rep.** — D. Fleck, mgr., Ingersoll-Rand Co., Congress st. **Adv. Agcy.**—Beaumont, Heller, Sperling, Reading, Pa.

**INGERSOLL STEEL DIV., Borg-Warner Corp., New Castle, Ind.,** High carbon and alloy steel sheets and plates, high speed and stainless steel sheets, armor plate steel, stainless clad steel, saw steels, automotive and tractor clutch discs, hand shovels. L. G. Porter, pres.; Harold G. Ingersoll jr., exec. vice-pres. and gen. mgr.; Howard E. Morrison, vice-pres. and asst. gen. mgr.; R. W. Leigh, vice-pres. chge. sales; W. C. Zepf, treas.; G. L. Smith, pur. agt.; T. L. Nelson, vice-pres. of mfg. **Adv. Agcy.**—Roger & Smith, Chicago, Ill.

**INLAND MANUFACTURING CO.,** 1108 Jackson st., Omaha 2, Neb. Radiator repair shop equipment including: Radiator flow-testing machines, radiator testing and repair benches, radiator cleaning tanks, radiator back-flushing booths, block de-scaling machines, radiator leak exposer, small tools and expendable sup-

(Continued)

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# Who's Who in the Auto Industry

(Continued)

plies used by radiator repair shops. Daniel Langfeld, pres., gen. mgr.; B. Langfeld, vice-pres.-treas.; Sam L. Grasso, mgr., mfg. depts.; James V. Grasso, mgr. equip. div.

**INLAND MFG. DIV., General Motors Corp.,** 2727 Inland ave., Dayton 7, O. Steering wheels, plastic and rubber; motor mounts; weather strips, molded extruded and foam rubber; injection molded plastic parts; clutch assemblies; power steering hose; hydraulic brake hose; brake lining, ice trays, molded rubber parts, defroster hose. J. D. O'Brien, gen. mgr.; C. K. Haas, factory mgr.; M. A. Lause, gen. sales mgr.; A. J. Fouts (refrig. and allied prod.), asst. sales mgrs.; H. J. Raiff, prod. mgr.; R. S. Wolfe, pur. agt.; J. J. Braham, div. compt.; W. A. Blake, traf. mgr. **Det. Rep.**—R. H. Smith, 8-117 General Motors bldg., Detroit 2.

**INLAND RUBBER CORP.,** 515 Newman st., Mansfield, O. Tires, tubes and repair materials. J. H. Hoffman, pres.; J. C. Moore, vice-pres., gen. sales mgr.; E. C. McGarvey, secy.; Boyd Weaver, treas.; John W. Hammer, adv. mgr.

**INLAND STEEL CO.,** 30 W. Monroe st., Chicago 3, Ill. Bars, sheets, strip, structurals, plates, tin plate, floor plate, piling, reinforcing bars, rails, track accessories. J. L. Block, pres.; P. D. Block jr., senior vice-pres.; H. W. Johnson, L. B. Block, W. G. Caples, H. H. Strauss, R. L. Peters, vice-presidents; J. F. Smith jr., vice-pres., sales; R. M. Buddington, gen. mgr., sales; G. Megan, secy.; F. M. Rich, gen. mgr.; W. E. Geidt, adv. mgr.; I. Rosenak, chief engr.; W. H. Stapleton, pur. agt.; E. C. Youngberg, traf. mgr.; R. Graney, ind. rel. dir. **Det Rep.**—W. H. Williams. **Adv. Agcy.**—Edward H. Weiss & Co. Kenneth Murison, acct. exec.

**INNOCENTI CORP., Lambretta Div.,** 45 Columbus ave., New York, N. Y. Motor scooters; (two and three-wheel passenger with side-car; three-wheel commercial model). Dr. Jean Rodocanachi, pres.; Carlo A. Pozzi, vice-pres. and treas.; Robert Moss, secy.; A. Sinclair Gray, gen. mgr.; Peter M. Hilden, sales mgr.; L. T. Erbsen, mktg. mgr. in chge of prom. **Adv. Agcy.**—Anderson & Cairns, Inc., 130 E. 59th st., New York 22, N. Y.

**INSEALATOR, INC.,** P. O. Box 146, Holly, Mich. Radiator stop leak pellet (for industrial use only). Fred D. Barton, pres.; Ethel A. Barton, vice-pres.; William L. Christiansen, secy.; A. Duncan, sales rep.

**INTER - COMMUNICATION SYSTEM OF AMERICA,** 2170 S. Canalport ave., Chicago 8, Ill. Service control for auto dealers, inter-communication equipment of all types, public address systems. Nathan C. Meyer, pres.; Joseph Meyer, vice-pres.; Milton C. Meyer, secy.-treas. **Adv. Agcy.**—Van Hecker, Chicago, Ill.

**INTER-LAKES STEEL PRODUCTS CO.,** 9434 Highland rd., Rt. 2, Pontiac, Mich. Automotive accessories and assemblies, jigs, fixtures and special equipment. Partners: Albert A. Stanker, Basil Thompson, Joe Venticinque, Don Wolverton.

**INTERNATIONAL CONVEYOR & WASHER CORP.,** 652 East Fort st., Detroit 26, Mich. Conveyors of all types, automatic handling equipment, industrial washing machines, phosphatizing systems, marine fuel and water tanks. Murray V. Knapp, pres.; Cyril D. Paquette, vice-pres., sales mgr., gen. mgr.; Neil B. Morrish, secy-treas.; Guy Sherk, works mgr.; Jack Keeler (Conveyor Div.), chief engr.; Milt Watke (Washer Div.), chief engr.; Fred Hofmann, pur. agt.

**INTERNATIONAL HARVESTER CO.,** 180 N. Michigan ave., Chicago 1, Ill. J. L. McCaffrey, chmn. of bd.; F. W. Jenks, pres.; H. O. Bercher, Brooks McCormick, W. C. Schumacher, exec. vice-presidents; G. J. Eger, secy.; W. R. Odell, jr., treas.; R. M. Buzard, vice-pres. in chge. motor truck div.; W. D. Reese, mgr., engrg. (motor truck div.); H. E. Gottberg, mgr. mfg. (motor truck div.); L. W. Pierson, mgr. sales (motor truck div.); D. F. Kuntz, W. E. Callahan, asst. sales mgrs. (motor truck div.); M. F. Peckels, dir. of consumer rel.; W. O. Maxwell, mgr. consumer rel. dept.; C. W. Leslie, gen. supr. (motor truck serv.); J. C. Bulleit, gen. supr. parts and serv. mdse. (motor truck div.); D. A. Conroy, mgr., supply inventory (motor truck div.); A. C. Friedsam, gen. traf. mgr.; Dale Cox, pub. rel. dir. **Det. Rep.**—G. D. Partridge, dist. mgr., 5915 W. Warren ave., Detroit 10. **Adv. Agcy.**—Young & Rubicam, Inc., Chicago 1, Ill.

**INTERNATIONAL MFG. CO.,** 2512 Washington st., Roxbury 19, Mass. License plate frames and brackets, guide posts, ornaments, initial frames, auto chairs, cribs. A. G. Goldberg, pres.; L. S. Fentin, vice-pres.; Morris I. Goldberg, gen. mgr.; Emilio Puorro, works mgr.; Sumner E. Swig, sales mgr. **Adv. Agcy.**—David Malkiel, Inc., Boston, Mass. Julian Malkiel, acct. exec.

**INTERNATIONAL NICKEL CO., INC.,** 67 Wall st., New York 5, N. Y. Primary nickel and nickel alloys. Dr. John F. Thompson, chmn.; H. S. Wingate, pres.; J. R. Gordon, exec. vice-pres.; L. P. Larson, vice-pres. and gen. sales mgr.; M. J. Phillips, mgr. adv. **Det. Rep.**—F. J. Walls, 19642 James Couzens hwy., Detroit 35, Mich.

**INTERNATIONAL PARTS CORP.,** 4101 W. 42nd pl., Chicago 32, Ill. Automotive truck, bus, diesel mufflers and pipes. Nate H. Sherman, pres.; Gordon Sherman, exec. vice-pres. and sales mgr.; Robert Schroeder, vice-pres.; B. G. Sherman, secy.; H. Hoffman, works mgr.; I. Frank, asst. works mgr.; J. Marx, chief engr.; M. Phalen, asst. chief engr.; H. Sabboth, pur. agt.; P. Brown, asst. pur. agt.; N. Dolnick, pub. rel. (Harshe Rotman Co.); P. Ruda, adv. mgr. **Adv. Agcy.**—Bozel-Jacobs, Chicago Ill.

**INTERNATIONAL RESISTANCE CO.,** 401 N. Broad st., Philadelphia 8, Pa. Fixed and variable resistors. Chas. Weyl, pres.; Harry A. Ehle, exec. vice-pres.; C. H. Griffith, vice-pres., sales; E. A. Stevens, vice-pres. and treas.; R. D. Ferree, mdse. sales mgr.; Jesse Marsten sr., vice-pres. and dir. engng.; Frank Dengler, pur. agt. **Det. Rep.** — Koehler-Pasmore Co., 11833 Hamilton, Detroit 3. **Adv. Agcy.**—Arndt, Preston, Chapin, Lamb & Keen, Inc., Philadelphia, Pa. Earle Thompson, acct. exec.

**IONIA MFG. CO., Div. of The Mitchell-Bentley Corp.,** 219 Dexter st., Ionia, Mich. Estate wagon bodies, automotive trim, deluxe automotive bodies, transportation seating, public seating, industrial canvas sewing. Don R. Mitchell, pres., gen. mgr.; Wm. F. Mitchell, exec. vice-pres.; H. K. White, vice-pres.; H. L. Hartley, asst. to pres.; A. E. Brown, secy-treas.; F. R. Hook, asst. sales mgr.; James H. Dignan, sales mgr.; B. D. Prendergast, asst. sales mgr.; E. J. Houghton, serv. mgr.; G. F. Macfarlane, exec. chf. engr.; Robert Barit, dir. of material. **Adv. Agcy.**—Brindley-Roth, Inc., Detroit, Mich. R. B. Brindley, acct. exec.

## J

**JACK & HEINTZ, INC.,** 17600 Broadway, Cleveland 1, O. Aircraft electrical accessories, custom-built commercial electric motors. F. R. Kohnstamm, pres.; O. T. Hess, secy.; C. F. Herbold, R. J. Eschborn, vice-presidents; J. E. Ault, compt.; J. R. Callahan, treas.; J. L. Whiteman, adv. mgr.; H. C. Schroeder, serv. mgr.; Hugh W. Lloyd, pur. agt.; Mike Seiverth, traf. mgr. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland 15, O. E. J. Martin, acct. exec.

**JACOBS, F. L. Co.,** 9615 Grinnell, Detroit, Mich. Exec. Office: 425 Park ave., New York 22, N. Y. Automotive stampings and assemblies including instrument panels, vent and framed windows, ash receivers, garnish mouldings, stainless steel stampings and rolled sections, resistance, Heliarc and gas weldings. Decorative and functional white and plated automotive die castings for interior and exterior applications. A. L. Guterman, chmn. of bd. and pres.; Robert O. Gibson, exec. vice-pres.; Robert J. Eveleigh, vice-pres. treas.; Seymour B. Lipton, asst. treas.; H. S. Adams, vice-pres.; J. I. McClintock, secy.; Paul M. Hughes, asst. secy.; Don D. Goodsell, automotive sales mgr.; L. L. Hook, gen. mgr., Grand Rapids Metalcraft Div.; R. B. MacGregor, gen. mgr., Continental Die Casting Div.

**JACK-BILT CORP.,** 906 Central st., Kansas City 5, Mo. Stick-on badges, used-car advertising and display material. Frank D. Jackson, pres.

**JACK-PACK MFG. CO.,** 2115 N. Marianna ave., Los Angeles 32, Calif. Hydraulic jack repair kits. Edward Wright, pres.; Howard Hiltabidel, vice-pres.; Donald Poe, gen. mgr.; A. L. Owens, sales mgr. **Det. Rep.**—Harry Ault.

**JAGUAR CARS, INC.,** 32 East 47th st., New York 22, N. Y. Jaguar cars. Johannes Eerdmans, pres.; C. Gordon Benett, vice-pres.; William Mazza, treas.; James C. Touchton, vice-pres. U. S. A. sales; Everett T. Martin, vice-pres. adv. sales prom. and pub. rel. mgr.; Louise Alpert, asst. adv. mgr.; John Dugdale, vice-pres., overseas sales; R. Graham Reid, vice-pres., serv. and parts; K. Hickman, gen. serv. mgr. **Adv. Agcy.**—Cunningham & Walsh, Inc., New York, N. Y. Walter Wood, acct. exec.

**JAMBOR TOOL & STAMPING CO.,** 3057 N. 30th st., Milwaukee 10, Wis. Bolt sets, shackle sets, rocker arm shafts, oil pumps, water pumps, small motor stampings, clutch forks, crankshaft ratchets, crankshaft pulleys, screw machine parts. (For Ford, Chevrolet and Plymouth cars.) R. B. Pressinger, pres.; E. L. Pressinger, vice-pres. and gen. mgr. in chge. of pur.; A. A. Mayer, treas.; A. Vinohradsky, works mgr.; H. A. Hossli, sales mgr.

**JAMES INDUSTRIES, INC.,** E. Genessee, Skaneateles, N. Y. Cooling system analyzers. Albert James, pres.; Frederick Y. Manning, vice-pres.; Mary M. James, secy. and treas.; Jos M. Beatty, chief engr.; L. B. Wood, pur. agt., parts and acc. mgr. and traf. mgr. **Adv. Agcy.**—Richards & Webb, Inc., Syracuse, N. Y.

**JAMESTOWN FINISHES, INC.,** (Subsidiary of The Wooster Rubber Co.), 125 Blackstone ave., Jamestown, N. Y. Primers, enamels, coated fabrics, lacquers, varnishes, vinyl organosols and plastisols. B. W. Avallone, pres. and gen. mgr.; L. D. Anders, Forest B. Shaw, vice-presidents; Donald Noble, treas.; Richard Raeder, secy.; J. Carl Myers, asst. secy.; Robert Ehert, prod. mgr.; John P. Hart, asst. treas.

**JAY ELECTRIC CO.,** 5664 St. Jean ave., Detroit 13, Mich. Electric manufacturing and service. C. F. Josey, pres.; C. K. Johnston, vice-pres. and gen. mgr.; Edward Stanton, secy.

**JENNISON-WRIGHT CORP., THE,** 2463 Broadway, Toledo 9, O. Kreolite wood block factory flooring, creosoted railroad ties, piling, bridge ties and timbers. C. G. Carver, pres.; James Lampe, secy.; T. V. Cherrington, vice-pres., adv. mgr.; E. J. Littleton, R. R. ties mgr.; L. T. Ericson, chief engr.; Hugh Schwab, treas.; Norbert J. Beez, traf. mgr. **Det. Rep.** — Bert Jones, 8811 Penobscot bldg. **Adv. Agcy.**—Phillipps-Thackeray Advertising, Toledo, O.

**JENSEN INC.,** 9331 Freeland, Detroit 28, Mich. Industrial ovens (radiant-infra-red & convection type heat), conveyors, material handling equipment, paint dip tanks, spray booths, finishing equipment, etc. F. V. Jensen, pres., gen. mgr.; Ben Milt, vice-pres. chge. sales; John J. Casey, vice-pres. chge. engrg.; Henry Thumin, secy.; Charles J. Salter, treas.; Glenn Mee, works mgr.; John J. Casey, chief engr. **Det. Sales Rep.**—G. R. (Dick) Clover, 506 New Center bldg., Detroit 2, Mich. **Adv. Agcy.** — Holden-Chapin-La Rue, Detroit, Mich. Richard Cleveland, acct. exec.

**JESSAM INDUSTRIAL CORP.,** 180 Broadway, New York 38, N. Y. Military surplus parts, jeep parts, ignition parts, diesel specialists. J. Pinto, pres.

**JET MFG. CO., INC.,** 288 Hyde Park ave., Boston 30, Mass. Marking pens and inks, stamping and stencil inks, roller printers. Chas. W. Airosus, pres.; D. C. Airosus, secy.

**JET SPRAY AUTO WASHER CORP.,** 19 West 34th st., New York 1, N. Y. Jetomatic car & Truck washers. Sidney Mindlin, pres.; Robert N. Burkle, gen. mgr. **Det. Rep.**—Erry Loewenthal, 13444 Fenkell ave., Detroit 27. **Adv. Agcy.**—Edward Lush & Co., New Haven, Conn.

**JETOMATIC, INC.,** 150 Wakelee ave., Ansonia, Conn. Car and truck washers, overhead and floor models, gasifier primer for gasoline and diesel engines, automotive steam cleaners, automotive vacuum cleaners, arc and spot welders, sand blasters. H. R. McCluckie, pres. and sales mgr.; Thomas Weisz, vice-pres. and treas.; Andrew Weisz, secy.; E. Loper, jr., plant supt.; J. R. Mitchell, chief engr. **Adv. Agcy.**—William Dukeshire, 670 State st., Bridgeport, Conn.

**JIFFY MFG. CO.,** 360 Florence ave., Hillside, N. J. Padded shipping bags, kushion kraft (cellulose wadding), bumper pads, macerated paper pads and blankets. C. F. Johnson, sales mgr.; J. D. Farrington jr., pkg. engr. **Det. Rep.**—R. J. Bower, 1001 Frange dr., Fort Wayne, Ind.

**JOHNS-MANVILLE SALES CORP., Dutch Brand Div.,** 7800 Woodlawn ave., Chicago 19, Ill. Plastic, friction and rubber electrical tapes, vinyl color tape, industrial pressure sensitive tapes, masking tape, filament reinforced strapping tape, glass setting tapes, patch kits, rubber cement, tube repair gum, vulcanizing, boot and trim cement, sponge rubber weatherstrip, sponge rubber, cork and rubber compounds, gasket shellac compound, gasket sealing paste, rubber aprons. A. R. Fisher, pres.; E. F. Boyle, vice-pres. and gen. mgr.; regional sales managers: Eastern, W. M. Hobelsberger; Central, Geo. C. Alexander; Western, L. L. Bergendahl; Geo. H. Bills, adv. mgr.; C. G. Geiger, mdse. mgr.; C. E. Frick, plant mgr.; John F. Swart, pur. agt. **Det Rep.**—Geo. C. Alexander, 15135 Seminole, Detroit, Mich.

**JOHNS-MANVILLE,** 22 East 40th st., New York 16, N. Y. Brake linings, lined brake shoes, brake blocks, clutch facings, automatic transmission discs, packing oil seals. A. R. Fisher, chmn. of bd.; J. A. O'Brien, vice-pres., Industrial Prod Divs.; C. B. Burnett, gen. mgr., Packings and Friction Mtls. Div.; E. H. Wells, gen. sales mgr. for Friction Mtls.; C. C. Simoni, Gen. sales mgr. for packings and textiles; A. J. Bette, product mgr., Friction Mtls. Div.; W. S. Hough, product mgr., Packings and Textiles Div.; R. M. Garrett, mgr. replacement friction mtls.; J. S. Doyle, mgr. automotive sales. **Det. Rep.**—A. B. Curtis, mgr. Automotive Equipment Sales Dept., Johns-Manville Sales Corp., W. Grand blvd., at Second blvd., Detroit 2.

**JOHNSON BRONZE CO.,** 500 S. Mill St., New Castle, Pa. Sleeve bearings; cast and rolled bronze, bronze and babbitt, bronze and steel, steel and babbitt, powder metallurgy, aluminum alloy, aluminum on steel. J. P. Flaherty, chmn. of bd.; E. M. Flaherty, pres.; J. F. Flaherty, vice-pres.; Louis Sandler sr., vice-pres.; L. F. Johns, vice-pres., mfg.; F. G. Moser, mgr. O.E.M. sales; E. N. Beisheim, prod. sales mgr.; Norman Hughes, mgr. repl. sales, auto.; Eugene Scanlon, adv. mgr.; L. Ivan Hudson, secy.; J. J. Brice, prod. mgr.; J. N. Stone, mgr. and repl. sales.

**JOHNSON PRODUCTS, INC.,** 1185 E. Keating ave., Muskegon, Mich. Valve tappets. Paul F. Bergmann, pres. and treas.; John W. Humphreys, vice-pres. mfg.; Henry J. Hasper, secy. and pur. agt.; William M. Frank, vice-pres., sales and adv. **Adv. Agcy.**—The Jaqua Co., Grand Rapids, Mich. Gustave Richter, acct. exec.

**JOHNSON & SON, INC., S. C.,** 1525 Howe st., Racine, Wis. Industrial and agriculture wax products; automotive products: car cleaners, waxes and chrome cleaner. H. F. Johnson, chmn.; H. M. Packard, pres.; K. R. Nelson, secy.; W. C. Kidd, treas.; R. W. Carlson and S. C. Johnson, vice-presidents; W. N. Connolly, pub. rel. vice-pres.; Dr. J. V. Steinle, research & dev. vice-pres.; R. P. Gardiner, prod. vice-pres.; R. W. Griffith, household prod. field sales mgr.; J. W. Barrett, mainte. prod. dept. mgr.; D. L. Smith, adv. and mdse. dir.; R. H. Deihl, H. D. Wakefield, W. M. Schmick (automotive), R. E. Dobson, prod. mgrs.; C. A. Stangby, media mgr.; J. K. Duncan, sales prom. mgr.; W. R. Gerler, pub. rel. mgr.; J. R. Ruston, pur. mgr.; C. L. Laehr, asst. pur. mgr.; H. J. Bowman, traf. mgr. **Det. Rep.**—J. J. McSunas jr., 14331 Schaefer hwy. **Adv. Agcy.**—(automotive) Foote, Cone & Belding, Chicago, Ill. G. W. Belsey, asst. supr.

**JO-LINE TOOLS, INC.,** 8442 Otis st., South Gate, Calif. Precision torque limiting wrenches. R. L. Barneson, pres., treas.; R. Glen Woods, gen. mgr. **Det. Rep.**—Van F. Belknap Co., 15016 Fenkell ave., Detroit. **Adv. Agcy.** — Martin R. Klitten Co., Los Angeles, Calif.

**JOMA MFG. CO., INC.,** 901 Zerega ave., New York 72, N. Y. Passenger car and truck mirrors. Joseph Fischer sr., pres.; Mrs. J. Fischer, secy.-treas.; John Dahlke, vice-pres. and traf. mgr.; Louis Shulman, pur. agt.

**JONES BONDING & MFG. CO., PAUL R.,** 124 East 10 Mile rd., Hazel Park, Mich. Bonded: passenger car brake shoes; truck brake shoes; heavy machinery brakes and clutches; truck and tractor clutches; automatic transmission parts; adhesive coating of brake linings and all types of manufacturing with structural adhesives. Paul R. Jones, pres. and gen. mgr.; Virginia S. Jones, vice-pres., secy-treas.; C. Charles Boston, works mgr.; Paul R. Jones III, sales mgr. and asst. gen. mgr. 124 East 10-Mile rd., Hazel Park, Mich.

**JONES & LAUGHLIN STEEL CORP.,** 3 Gateway Center, Pittsburgh 30, Pa. Hot rolled bars, shapes, special sections; carbon and alloy cold finished bars and shapes; hot extruded and cold drawn sections; hot and cold rolled sheets and strip; tubular products; wire products; tin mill products; wire rope. Ben Moreell, chmn. of bd.; Avery C. Adams, pres.; B. F. Jones III, vice-pres. and secy.; H. H. Wunderlich, treas.; J. E. Timberlake, vice-pres., sales; H. E. Robinson, gen. mgr., product divisions; C. M. Merritt, gen. mgr. of sales; J. R. Hight, dir., pub. rel. and adv.; A. A. Archibald, vice-pres., engrg. and plant; J. W. Lindsey, dir. of pur.; C. W. Gottschalk, vice-pres., traf. and trans. div. **Det. Rep.**—R. F. Derr and W. K. Breeze, Fisher bldg., Detroit 2, Mich.

**JONES & LAUGHLIN STEEL CORP., Stainless Steel Div.,** Box 4606, Detroit 34, Mich. Stainless bars (hot rolled and cold finished) billets, slabs for re-rolling, rod, wire, sheets; alloy bars (hot and cold finished) billets; carbon cold drawn bars; stainless strips and sheets beginning fourth quarter 1958. M. K. Schurr, pres.; J. H. Abbott, vice-pres., sales; H.

(Continued)

# Who's Who in the Auto Industry

(Continued)

W. Arnold, pur. agt.; T. G. Kuzma, mgr. Detroit District sales.

**JONES & LAUGHLIN STEEL CORP., Strip Steel Div.,** 45 S. Montgomery ave., Youngstown 1, O. Strip, low carbon, high carbon; pre-tempered spring steel; electro zinc coated; hot-dipped zinc coated, electrolytic tin coated, electrolytic copper coated, electrolytic brass coated, alloy, stainless and pre-painted strip. C. M. Beeghly, pres.; J. T. Bachman, vice-pres. and gen. mgr. sales; W. F. Zarbaugh, vice-pres., engrg., pur. and traf. **Det Rep.**—Robert Babish, 12301 Hubbell ave., Detroit 27, Mich.

**JOYCE-CRIDLAND CO.,** 2027 E. First st., Dayton 3, O. Automobile, bus and truck lifts, Materialifts, hydraulic elevators, hydraulic jacks, railroad and industrial jacks. Huston Brown, pres. and gen. sales mgr.; Kert Hott, vice-pres. and secy.; Warren Webster, vice-pres. and treas.; Merle P. Smith, gen. and works mgr.; John Miller, asst. gen. sales mgr. (lifts); H. M. Tormey, sales mgr. (jacks); Russell Wolfe, sales mgr. (materialift); J. W. Wagner, mgr. sales adm.; John Miller, adv. mgr.; Kert Hott, chief engr.; R. V. Park, pur. agt. and traf. mgr.; A. M. Hicks, asst. **Adv. Agcy.**—Weber, Geiger & Kalat, Dayton 2, O. H. A. Weber, acct. exec.

**JUBILEE MFG. CO.,** 1931 S. 20th, Omaha 9, Neb. Electric horns, hydraulic bumper jacks. John L. McCague, pres., gen. mgr.; Peter Nielsen, vice-pres.; Marie H. McCague, secy.; Hubert A. Lewis, treas.; Fred H. Tag, sales mgr. **Adv. Agcy.**—Allen & Reynolds, 1300 WOW bldg., Omaha, Neb.

## K

**K-D LAMP CO.,** 1910 Elm st., Cincinnati 10, O. Truck and passenger car mirrors, stop and rear lights, reflectors, clearance and marker lamps, flares, fusees, turn signals, fog lights, emergency vehicle and tractor lights, headlights. R. P. Vogele, pres. and gen. mgr.; N. C. Herrmann, works mgr.; Charles Adams, vice-pres. in chge. of sales; Robert S. Garbutt, adv. mgr.; L. W. Mappes, chief engr.; F. H. Thiel, traf. mgr. **Adv. Agcy.**—Associated Advertising Agency, Inc., First National Bank bldg., Cincinnati 2, O. George L. Service, acct. exec.

**K-D MFG. CO.,** 526 N. Plum st., Lancaster, Pa. Automotive service tools, flat steel washers. Geo. W. Marshall jr., pres.-treas.; H. W. Kulp, secy.-treas.; Edward Barto, works mgr.; C. P. Brewster, vice-pres.-sales adv.; Parke I. Girvin, pur. agt. **Det. Rep.**—Howard D. Wixson, 918 Fisher bldg., Detroit 2. **Adv. Agcy.**—Andes Advertising Agency, Lancaster, Pa.

**K & W PRODUCTS,** 8319 Allport ave., Whittier, Calif. and Bloomington, Ind. Metallic seal, radiator seal, cylinder sleeve seal, waterless snap, 3-Way, water pump lubricant and rust inhibitor, color-test, tools, and equipment for block repair. radiator cleaner. F. J. Gaspard, pres.; K. L. Dieterle, vice-pres.; E. M. Hamilton, secy.; A. J. Mendenhall, treas.; S. O. Smith, sales mgr.; R. M. Cate, office mgr. and adv. mgr.; R. E. Fisher, asst. sales mgr. **Det. Rep.** — George Sietsma, 807 E. First st., Bloomington, Ind. **Adv. Agcy.**—Jack Wigle, Panorama City, Calif.

**KAISER ALUMINUM & CHEMICAL SALES, INC.,** 919 N. Michigan ave., Chicago 11, Ill. Aluminum: pig and ingot, extrusion billets, sheet and plate, foil, rod, bar and wire, electrical conductor, extrusions, forgings. J. E. Menz, vice-pres., gen. sales mgr.; R. C. Bichan, automotive sales mgr. **Det. Rep.**—R. C. Bichan, 1800 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Young & Rubicam, San Francisco, Calif. H. R. Morris, acct. exec.

**KAL-EQUIP CO.,** Washington ave., Otsego, Mich. Tune-up and electrical portable testers, power timing lights. Lee W. Parmater, pres. and gen. mgr.; Robert M. Cain, vice-pres., sales; C. M. Wilcox, secy.-treas.; Lyle M. Minckler, works mgr.; H. M. Artley, asst. sales mgr.; Laurence Weissert, chief engr.; William F. Bibbings, pur. agt. **Adv. Agcy.** — Stevens, Inc., Grand Rapids, Mich. George Woolfson, acct. exec.

**KAR GLAMOR, INC.,** 4545 Lafayette rd., Indianapolis, Ind. Kar glamor products for use by Buick dealers exclusively. Steve Radford, pres. and sales mgr.; R. A. Blackburn, secy.-treas. **Adv. Agcy.**—G. A. Saas & Co., Indianapolis, Ind. G. A. Saas, acct. exec.

**KAWNEER CO.,** 1105 N. Front st., Niles, Mich. Aluminum fabricators for the building, appliance industries. L. J. Plym, pres., exec. vice-pres.; I. R. Seely, D. S. Miller, O. H. Winfield, C. B. Huizenga, A. S. Joiersma, vice-presidents; E. C. Witwer, secy.-treas.; L. G. Swinehart, contr.

**KAY INDUSTRIES, INC.,** 1401 Twelfth st., Detroit 16, Mich. Welding to order; heli-arc, arc, gas welding, heat treat fixtures, ordnance vehicle exhaust systems, tubular automotive parts, stainless monel, inconel, hastelloy, titanium, copper, aluminum and other alloys; certified welding. James B. Webster, pres.; K. E. Allen, pur. agt.

**KAYDON ENGINEERING CORP., THE,** McCracken st., Muskegon, Mich. Needle rollers, ball and roller bearings. F. J. Donovan, pres., gen. mgr.; J. F. Oehlhoffen, vice-pres., sales and adv. mgr.; Paul Starks, secy.; H. D. Sibley, treas.; Wm. J. Pierre, pur. agt. **Det. Rep.**—W. S. Turner, 445 New Center bldg. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Assoc., Milwaukee, Wis. Keith Gallimore, acct. exec.

**KELLOGG DIV., American Brake Shoe Co.,** 97 Humbolt st., Rochester 9, N. Y. Air compressors, ½ H.P., 25 H.P. W. T. Kelly, pres.; G. N. Decker, 1st vice-pres.; J. R. Pauline, vice-pres.; F. L. Cogswell, vice-pres.; R. S. Candee, sales mgr.; W. J. Foley, serv. mgr.; D. Judd, pur. agt. **Det. Rep.**—Don Sullivan. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland, O. W. W. Horine, acct. exec.

**KELLY MFG. CO.,** 503-505 Broad st., Charleston 21, W. Va. **Machine Parts div.,** Charleston, W. Va. **Steel Fabricating div.,** Middleport, O. Jeep cabs, mining machine parts, misc. automotive and industrial items. Hubert A. Kelly, pres.; Phillip W. Kelly, vice-pres., treas., pub. rel. and gen. mgr.; Donald E. Kelly, secy.; John W. Underwood, plant mgr.; William F. Barker, sls. mgr., adv. mgr.; Charles J. Clarkson, plant mgr.; James V. Burgess, chief engr.; Donald E. Kelly, pur. agt.; James Ingram, traf. mgr. **Adv. Agcy.** — Advertising, Inc., Charleston, W. Va.

**KELLY-SPRINGFIELD TIRE CO.,** Cumberland, Md. Pneumatic tires, tubes, tire accessories. E. S. Burke, pres.; G. B. Newman, exec. vice-pres.; M. T. Powers, vice-pres., sales; J. C. Warden, vice-pres., mfg.; A. A. Verner, vice-pres., export sales; W. H. Walker, secy.; W. H. Oburn, treas.; L. J. Auker, adv. mgr.; C. C. Acker, serv. mgr.; L. F. Keller, pur. agt.; H. M. Snowden, asst. pur. agt. **Adv. Agcy.**—Compton Adv., Inc., New York, N. Y. Jack Rees, acct. exec.

**KELSEY-HAYES CO.,** 3600 Military ave., Detroit 32, Mich. Passenger car, truck, tractor and farm implement wheels, brakes, hubs, drums, power brakes, electric trailer brakes, aircraft engine components, electronic devices, hand tools, induction vacuum, melted alloys, cold extrusions. Geo. W. Kennedy, chmn. of bd.; Perry Williams, pres.; Lawrence Downie, Lester Downie, C. P. Meredith, W. V. Daugherty, L. E. Dalton, vice-presidents; J. H. Carey, asst. to the pres.; F. P. Coyer, treas.; J. H. St. Laurent, secy., automotive div.; E. R. Carolin, sales mgr.; L. G. Taylor, aircraft div.; C. W. Sinclair, chief engr.; W. L. Troutfetter, dir. pur. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., Detroit, Mich. D. F. Gordon, acct. exec.

**KEM MFG. CO., INC.,** 20-21 Wagaraw rd., Fair Lawn, N. J. Fuel pumps and parts, ignition parts, fuel filters. L. D. Brown, pres.; Dennis D. Brown, vice-pres.; Howard M. Brown, secy., treas. and chief engr.; Al Heymann, sales mgr.; Joseph Leudan, export manager; Syd Frier, adv. and sales prom. mgr.; Sol Weil, sales engr. and serv. mgr.; Morris Friedman, pur. agt.; John Kieber, traf. mgr. **Det. Rep.**—M. A. W., Inc., 21 E. Bethune. **Adv. Agcy.**—David Cummins Associates, Inc., Glen Rock, N. J. George McPhail, acct. exec.

**KENDALL CO., THE, Andrews-Alderfer Div.,** 1055 Home ave., Akron 10, Ohio. FABR.Icushon and foam rubber. Jack T. Doyle, gen. mgr.; Foster Fraleigh, chief engr.; Alfred Bosshard, chf. chem.; Jay R. Hess, pur. agt. and adv. mgr.; Chas. Ream, engrg. devel. for auto. prod. **Det. Rep.**—Gardner Staunton, 406 Fisher bldg. **Adv. Agcy.**—Penn-Hamaker, Inc. Agency. Jerry Hamaker, acct. exec.

**KENDALL REFINING CO.,** 77 N. Kendall ave., Bradford, Pa. Lubricating oil, gear lube, chassis lube, special purpose greases, rust preventive. J. B. Fisher, pres.; G. H. Osborne, vice-pres. in chge. mktg.; H. V. Smith, vice-pres. in chge. refining; C. G. Hummell, asst. to vice-pres. in chge. of mktg.; S. J. Brill, secy.; O. F. Koch jr., treas.; R. W. Sommer, mgr. lub. oil sales; H. Morley, mgr. gasoline sales; W. A. Knapp, adv. mgr.; E. C. Walker, pur. agt.; F. I. L. Lawrence, dir. of research; C. E. Hulme, mgr. field engrg.; J. S. White jr., traf. mgr. **Adv. Agcy.**—Barber & Druilard, Inc. H. L. Barber, pres.

**KEN-NITE CO.,** 2926 W. Hancock, Detroit 8, Mich. Automotive polishes and rubbing compounds, rubbing and polishing compounds for the furniture industries. E. M. Pilgrim, pres.; L. F. Nicol, factory mgr.; J. B. Downey, sales mgr.

**KENT CO., INC., THE,** 289 Canal st., Rome, N. Y. Floor machines, commercial vacuum cleaners (for wet and dry work), flux recovery vacuum cleaners, furnace and boiler cleaners. Gordon E. Kent, pres.; F. H. Ide, vice-pres., gen. mgr.; R. C. Stanton, treas.; Wm. Bruce MacDonald, comptr.; R. Morris, sales mgr.; R. C. Kimball, chief engr.; Ray Anderson, pur. agt. **Adv. Agcy.**—Chapman-Nowak & Assoc., Inc., 842 State Tower bldg., Syracuse 2, N. Y. D. B. Chapman, acct. exec.

**KENT-MOORE ORGANIZATION, INC.,** 28635 Mound rd., Warren, Mich. Automotive special service tools and equipment. J. D. Adair, pres.; T. F. Walker, exec. vice-pres.; W. L. Bainton, secy.; M. E. Hart, treas.; J. M. Seanor, dir. of sales; H. P. Cardon, asst. gen. sales mgr.; C. A. Baker, adv. mgr.; J. S. Lanham, chief engr.; D. G. Clarke, pur. agt. **Adv. Agcy.**—Holden, Chapin, LaRue, 16180 Wyoming, Detroit, Mich. R. LaRue, acct. exec.

**KENWAY PRODUCTS,** 759 N. Milwaukee st., Milwaukee 2, Wis. Mile-O-Dial gas mileage calculator. N R. Cerf, pres.

**KENWORTH MOTOR TRUCK COMPANY,** Seattle 24, Washington. Heavy-duty motor trucks, school buses. Paul Pigott, pres.; J. G. Holmstrom, vice-pres.; K. T. Worthington, asst. secy.; Donald E. Douglas, treas.; R. B. Waggoner, plant mgr.; Robert D. O'Brien, vice-pres., gen. mgr.; E. P. Beezer, adv. mgr.; R. H. Kasper, serv. mgr.; R. C. Norrie, chief engr.; E. E. Beckett, traf. mgr. **Adv. Agcy.** — Beaumont & Hohman, Seattle, Wash.

**KESTER SOLDER CO.,** 4201 Wrightwood ave., Chicago 39, Ill. Acid core solder and other flux-core solders, solid wire and bar solders, soldering salts and fluxes. F. C. Engelhart, pres.; F. Kaiser, works mgr.; J. H. Humble, sales mgr., chief engr.; G. E. Fischer, pur. agt.; M. J. Sweeney, pub. rel. mgr. **Det. Rep.**—H. D. Wixson, 6432 Cass ave., Detroit 2, Mich. **Adv. Agcy.**—Paul J. Steffen Co., Chicago 6, Ill.

**KEY KAP CO.,** 1124 E. Third st., Dayton 2, O. Hub cap locks, valve stem extensions, valve stem protectors, battery locks. David B. Millat, pres.; Alfred Millat, vice-pres.

**KEYSTONE CARBON CO.,** State st., St. Marys, Pa. Powdered metal parts, oil-retaining bearings, negative temperature coefficient resistance units (thermistors), carbon-metal-graphite brushes, contacts. B. R. Reuscher, pres., gen. mgr.; A. A. Gleixner, vice-pres.; W. P. Geis, secy. and chief engr.; E. J. Crowe, treas., sales mgr.; E. D. Shea, adv. mgr.; L. C. Schaut, pur. agt.; L. G. Gregory, pub. rel. mgr. **Det. Rep.**—W. S. Turner, 446 New Center bldg., Detroit 2, Mich. **Adv. Agcy.** — Downing Industrial Advertising Agency, Pittsburgh, Pa. George Zilliac, acct. exec.

**KEYSTONE COMPRESSOR CO.,** Ashburner and Hegerman sts., Philadelphia 36, Pa. Air compressors, David R. B. Robson, pres.; Frederick A. Myers, works mgr.; Ralph Mull, sales mgr.; Erwin Sachenmaier, supt.; David J. Matthews jr., pur. agt.

**KEYSTONE TRAILER & EQUIPMENT CO., INC.,** 1501 Guinotte ave., Kansas City 20, Mo. Keystone semi trailers. E. J. Ziegler, pres.; D. A. Badenoch, sales mgr.; A. E. Margolin, secy.

**KIDDE & CO., WALTER,** 670 Main st., Belleville 9, N. J. Fire extinguishers and fire extinguishing systems, fire and smoke detecting systems, burglar alarm systems. John F. Kidde, pres.; P. W. Eberhardt, vice-pres.; G. C. Hiss, secy.; W. L. Kidde, treas.; W. E. Morgan, sales mgr.; Truman Young, sales prom. and adv. mgr.; D. Mapes, chief engr.; E. R. Randall, pur. agt.; George Miller, traf. mgr. **Det. Rep.**—J. E. McAllister, Walter Kidde & Co., 20850 Coolidge hwy., Detroit 37, Mich. **Adv. Agcy.**—Cunningham & Walsh, Inc., New York City. Oakley W Cooke, acct. exec.

**KILBORN-SAUER CO.,** 1580 Post road, Fairfield, Conn. Flares, tail lights, clearance lights, directional signals, reflectors, mirrors and mirror heads, dome lights, spot and emergency lamps and trouble lights. Fred Sauer, pres. and treas.; Ethel Sauer, vice-pres.; Arthur Sauer, secy.

**KIM HOTSTART MFG. CO.,** 917 West Broadway, Spokane 1, Wash. Engine preheaters. H. F. Randall, gen. mgr. **Adv. Agcy.**—The Simon Co., Portland, Ore.

**KIMBLE GLASS CO., Subsidiary of Owens-Illinois,** P. O. Box 1035, Toledo 1, O. Battery hydrometers and antifreeze testers. R. H. Mulford, pres.; E. B. Dennis, jr., vice-pres., dir. prom. mgr. **Det. Rep.**—F. E. Elder, Kimble Glass Co., 5-207 General Motors bldg., Detroit 2. **Adv. Agcy.** — J. Walter Thompson Co., New York, N. Y. W. A. Perry, acct. exec.

**KING ELECTRIC EQUIPMENT CO.,** 9123 Inman ave., Cleveland 5, O. Electrical ignition testing equipment, battery chargers, generator test stands, gas analyzers, and small tools for garage use. K. D. Fullerton, pres.; W. J. Bender, vice-pres.; George Makuh, vice-pres., engrg.; M. L. Fullerton, secy.; M. Troff, treas. **Adv. Agcy.**—Interstate Advertising.

**KING-SEELEY CORP.,** 315 South First st., Ann Arbor, Mich., also Scio, Mich. Automotive instrument clusters, including fuel level, oil pressure and temperature gauges, also ammeters, speedometers, and velocity governors. A. N. Gustine, pres.; W. E. Bandemer, vice-pres. and gen. mgr.; D. Gustine, vice-pres. in chge. of sales; D. T. Warner, vice-pres. and pur. agt.; K. M. Conklin, secy.-treas.; J. W. Potter, serv. mgr.; E. Sivacek, chief engr. **Adv. Agcy.**—Witte & Burden, Detroit, Mich. W. W. Burden, acct. exec.

**KINGHAM TRAILER CO.,** 1409 West Hill st., Louisville, Ky. Truck and dump trailers, truck mounted vans. Oliver C. Henkel, pres.; S. U. B. Walton, vice-pres.; J. R. Melish, secy.-treas.; B. R. Krause, asst. sales; Ben Chalmers, serv. mgr.; W. R. Beck, chf. engr.; P. W. Berry, pur. agt. **Det. Rep.**—Pezzani & Reid Co., 3960 W. Fort st., Detroit. **Adv. Agcy.**—M. R. Kopmeyer Co., Louisville, Ky. Clark Williams, acct. exec.

**KIPPS-ROBERTS MACHINE WORKS,** 20 D st., S. E., Miami, Okla. Truck bodies (farm, commercial). Leroy K. Roberts, pres.; K. P. Sexton, vice-pres.; Ben T. Owens, secy.

**KIRSPEL INDUSTRIES, INC.,** Livingston, N. J. Valve caps (automotive) passenger, truck and airplane tire irons, tools and equipment. Robert Kirspel, pres.; A. Judson, vice-pres.; G. Kirspel, secy.; W. Dowd, sales mgr.; H. Bienkle, chief engr. **Adv. Agcy.**—Formerly Gunn-Mears, New York, N. Y.

**KIT MFG. CO.,** 1401 West 17th st., Long Beach, Calif. Kit Golden State mobile homes (trailer coaches). D. Pocapalia, pres.; A. J. Romeyn, secy.-treas.; T. G. Fagan, vice-pres., sales mgr.; V. T. Kruse, vice-pres. and works mgr.; F. L. Shilling, adv. sales prom., pub. rel. mgr.; R. L. Cuttie, field rep.; C. C. Cooke, chief eng.; P. A. Kingsbury, pur. agt. **Adv. Agcy.**—Leland Oliver Co., Santa Ana, Calif.

**KITSON, INC., ARTHUR H.,** 20818 Harper ave., Detroit 36, Mich. Automobile towing equipment, wreckers, service tools, and truck equipment. Key cutting machines and No-Wipe cleaner. Arthur H. Kitson, pres., treas.; V. M. Kitson, vice-pres., secy. **Adv. Agcy.**—Clark & Bobertz, Inc., Detroit, Mich. M. F. Denyes, acct. exec.

**KLAUSS-JOYCE, INC.,** 3347 N. Broadway, Wichita, Kans. Automobile air conditioning units. George J. Klauss sr., pres.; George J. Klauss jr., vice-pres., secy.; Kenneth E. Watts, sales mgr.; Frank L. Priest jr., treas.

**KLEEN-MOR MFG. CO., THE,** P. O. Box 9931 Jackson, Miss. Kleen-Mor auto-washers. Robert Warwick, pres.; John Satterfield, vice-pres.; Glinda Hargrove, secy., treas.; Carl E. Huber, sales adv. and sales prom. mgr.

**KLEER-FLO CO.,** 250 W. 57th st., New York 19, N. Y. Parts cleaning machines, parts cleaning brush, Roto-pumps, cleaning compounds. Louis Rosenberg, gen. mgr., gen. sales mgr.

**KLOPP ENGINEERING, INC.,** 35551 Schoolcraft, Livonia, Mich. Feeler gauges, blades and roll stock, thickness gauges. Peter R. Klopp sr., pres.; A. M. Klopp, vice-pres.; M. C. Klopp, secy.; Peter R. Klopp jr., treas. **Adv. Agcy.** — Claude Whipple Agency, Detroit, Mich.

**KNIGHT-MORLEY CORP.,** 4612 Woodward ave., Detroit 1, Mich. Auto accessories, rear view mirrors, locking gas caps. C. E. Morley, pres. and sales mgr.; J. Langs, vice-pres.; J. Morley, secy.-treas.; V. Bonkowsky, off. mgr.; H. Hebel, works mgr.; M. Bernia, pur agt.; F. Theme, traf. mgr. **Det. Rep.**—Eden Corp., Bloomfield Hills, Mich.

**KNOEDLER MANUFACTURERS, INC.,** Streator, Ill. Spring-hydraulic truck and bus operators seats. Fred E. Knoedler, pres.; Robert L. Knoedler, vice-pres. and adv. sales mgr.; Roy E. Knoedler, secy., treas. and wks. mgr.; H. Richard Knoedler, sales engr.; Donald L. Reher, asst. sales, asst. adv. traf. mgr.; Bernard McGurk, pur. agt. **Adv. Agcy.**—Arbingast, Becht & Assoc., Peoria, Ill. Harris Blomeyer, acct. exec.

**KNOWLES-FISHER CORP.,** Industrial st., Gowanda, N. Y. Car heater valves, small car assemblies in any metal, car heater fittings, stampings, automotive machined parts, complete plating facilities, screw machine parts, cargo space truck heaters. C. E. Knowles, pres.; E. L. Fisher, vice-pres., treas., sales mgr.; L. H. Phillips, works mgr., pur. agt.; Ray Johnson, chief engr.

**KNOX CORP.,** Thomson, Ga. Mobile homes, deluxe coaches, completely furnished; full size baths, colored kitchens. P. S. Knox jr., pres.; W. A. Knox, vice-pres.; J. A. Hutchinson jr., vice-pres and sales mgr.; J. O. J. Taylor jr., asst. sales mgr.; Hal Neldon, sales mgr.

**KOENIG IRON WORKS, INC.,** West 12th and Ella blvd., P. O. Box 7726, Houston 7, Tex. King winches, servall side boxes, cabs for Jeeps, servall utility and service bodies, three-way dump bodies. Emil H. Koenig, pres.; Herbert Koenig, Bill Koenig, vice-presidents; H. K. Pellet, secy.-treas.; R. L. Foulk, sales engr.; M. D. Price, sales engr.; Russell Sullivan, chief engr. **Ad. Agcy.**—Bozell & Jacobs, Houston, Tex. D. Pellerin, acct. exec.

**KON-VEEN-YUNT CHAIN CO.,** 1406 Cherokee rd., Richmond 25, Va. Emergency tire chains. W. B. Massey, pres., gen. mgr.; W. B. Massey jr., vice-pres.; J. D. Massey, secy. **Adv. Agcy.**—Hall-Neagle, Richmond, Va.

**KOPP GLASS, INC.,** Swissvale, Pittsburgh 18, Pa. Eastern sales office, East Orange, N. J. Colored signal glass for railroads, aircraft, airport, marine, traffic and automotive emergency lights, beam-control-lenses; industrial glass specialties to customers' specifications, heat resisting and tempered clear and colored moulded lenses. C. J. Huot, pres.; F. S. Huot, exec. vice-pres., gen. mgr.; G. D. Hammond, secy. and treas.; F. A. Frost, prod. mgr.; J. L. Newton, vice-pres. sales; Dr. C. E. Leberknight, dir. research and engrg.; C. Rudek, pur. agt.; J. B. Fullen, traf. mgr. **Adv. Agcy.** — Dowing Industrial Adv., Inc., Pittsburgh, Pa. J. F. Sweeny, acct. exec.

**KRACO PRODUCTS, INC.,** 2411 N. Santa Fe ave., Compton, Calif. Automotive accessories. Maurice H. Kraines, pres.; Herman Firestone, vice-pres.; Milton A. Schindler, sales mgr. **Adv. Agcy.**—Miller-Mack Associates.

**KREMBS & CO.,** 669 W. Ohio st., Chicago 10, Ill. Fluxes for welding, brazing and soldering, coated welding electrodes, oxidizing agents for metals. M. B. Krembs, prop.; E. M. Bruecke, secy., pur. agt.; M. B. Krembs, gen. mgr. **Adv. Agcy.**—Brandt Advertising Co., Chicago, Ill.

**KROPP FORGE CO.,** 5301 W. Roosevelt rd., Chicago 50, Ill. Steel and titanium forgings, forging engineering, rough machining, finished machine work, structural steel, weldments fabrication work. Raymond B. Kropp, pres.; Roy A. Kropp, chmn. of bd.; Raymond T. O'Keefe, exec. vice-pres. and treas.; Victor Brown, exec. vice-pres., sales and engrg.; John H. Nelson, vice-pres. and works mgr.; Leo T. Norville, secy.; Donald R. Kropp, dir. of sales; Clarence Erickson, sales serv. mgr.; Budd H. Gebhardt, mgr., aircraft forging sales; Robert W. Kowske, mgr., commercial forging sales; James A. Blackmer, chief engr.; Michael Lucas, traf. mgr.; A. F. Tydeman, dir. of pur.; Wm. Schofield, adv. mgr.; Forrest Reinhart, Detroit sales mgr.

**KRYLON, INC.,** 18 W. Airy st., Norristown, Pa. Krylon spray enamels and primers, cleaner and degreaser, rust release (penetrating oil), stencil ink sprays. James W. Bampton, pres.; Richard C. Newbold, vice-pres.—sales; Elmore E. Kayser, adv. and prom. mgr.; A. Lebow, secy.; B. T. Morse, treas. **Det. Rep.**—L. Roy Johnson, 1936 Harry st., Saginaw, Mich.

**KWIK-EZEE, INC.,** 54 Brooklyn ave., Westbury, L. I., N. Y. Wheel aligning equipment. Leo B. Castiglia, pres., chief engr.; John Castiglia, vice-pres., sales mgr., pur. agt.; Katie Castiglia, secy.; Thomas Castiglia, treas., adv. mgr.; Thomas Mathison, prod. mgr.

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**L. C. PRODUCTS,** 2232 Alvord st., Indianapolis 7, Ind. Automotive water pumps. A. I. Lewis, pres.; E. W. Phillips, gen. mgr.; works mgr.; Hulman Reed, mgr.; D. C. Schrope, sales mgr.; M. W. Wells, adv. mgr.; J. D. Greenlee, chief engr.; W. L. Phipps, pur. agt.; H. L. Dailey, traf. mgr.

**LACKAWANNA LEATHER CO.,** 700 Grand ave., Hackettstown, N. J. Genuine upholstery leather. C. F. Good, pres.; R. L. Dimm jr., exec. vice-pres.; D. J. McKnight, vice-pres., dir. of sales; W. L. Richards, treas.-secy.

**La FRANCE PRECISION CASTING CO.,** 29th and McKean sts., Philadelphia 45, Pa. Chrome name plates. Joseph A. Teti jr., pres.; Ray A. Witthuhn, sales mgr. **Adv. Agcy.**—Louis B. Klein, Philadelphia, Pa.

**LAHER SPRING & TIRE CORP.,** 26th and Magnolia sts., Oakland 7, Calif. Auto springs and leaves; passenger, truck and bus batteries; passenger, truck and bus tires and tubes, brake lining and engineered sets, segments and blocks. F. J. Laher, pres., gen. and adv. mgr. elec. cars and trucks; C. M. Jorgensen, vice-pres., asst. gen. mgr.; F. P. Prevost, secy.; F. E. Moriarty, treas.; H. A. Johnson, vice-pres. and gen. sales mgr.; Wilber Laher, prod. mgr., eastern div.; G. O. Spake, Eastern div. sales mgr.; T. J. Laher, prod. mgr.; Antone Goodall, adv. mgr.; H. B. Clary, chief engr.; Charles E. Reinhart, pur. agt.; T. J. Laher, traf. mgr. **Det. Rep.** — C. M. Jorgensen, 26th and Magnolia sts. Oakland, Calif. **Adv. Agcy.**—Antone Advertising Agency.

**LAKE AUTO RADIATOR MFG. CO.,** 5200 W. 130th st., Cleveland 30, O. Auto radiator cores for passenger cars, trucks, buses, diesel locomotives, and industrial equipment. Paul L. Shapiro, pres., treas.; James W. Borgia, gen. mgr.; Lillian Novick, secy.

**LAKEY FOUNDRY CORP.,** First and Water sts., Muskegon, Mich. Gray iron castings, semi-steel castings, wood and metal patterns. John O. Ostergren, pres. and gen. mgr.; Erwin R. Jones, vice-pres.; Gordon Robidoux, vice-pres.; Fred Sheridan, vice-pres., chg. sales; George Spoelma, secy.; Russell C. Sunquist, treas.; R. F. Coverly, asst. secy. and asst. treas.; John Sprecken, plant engr.; Arthur E. Meier, pur. agt.

**LAMSON & SESSIONS CO.,** 5000 Tiedeman rd., Cleveland 9, O. Bolts, nuts, screws, cotters, rivets, screw machine products. Roy H. Smith, chmn. of bd/. dir.; George S. Case jr., pres.; R. G. Patterson, asst. to pres.; J. G. Rayburn, vice-pres., gen. sales mgr.; D. J. Brown, exec. sales asst.; A. E. R. Peterka, mgr. mktg. serv.; Don Koehl, mgr. auto. replacement sales; A. U. Klingman, mgr. railroad sales; C. A. Polinek, mgr. gov. and export sales; Ray Burns, asst. mgr. automotive replacement sales; F. J. DeCrane, dir. of pur.; G. N. Cottier, F. V. Kleinhenz, asst. pur. agents.; Gordon Kramp, traf. mgr. **Det. Rep.** — Lamson & Sessions, 7-237 General Motors bldg., Detroit. **Adv. Agcy.**—John B. Hickox, Inc., Cleveland, O. John B. Hickox, acct. exec.

**LANCASTER GLASS CORP.,** 220-226 W. Main st., Lancaster, O. All types of glass and plastic lenses including stop, dome, back-up clearance, parking, tail, directional, fog and bullseye. S. A. E. specifications. Robert K. Fox, pres.; W. D. Timmons, E. A. Work, W. T. Greenlee, vice-presidents; L. C. Bush, treas.; J. J. Gerlach, secy.; T. B. Kendrick, factory mgr.; M. R. Hoover, sales mgr.; H. W. Echard, pur. agt.;

**LANGLOIS BROS.,** 717 S. San Pedro st., Los Angeles, Calif. Truck equipment, trailers, third axles, school buses, transportation buses. Harry F. Langlois, Herbert N. Langlois, partners; Bert Beria, shop supt.; R. G. Barton, sales mgr.; W. G. McMillan, pur. agt.

**LANSING STAMPING CO.,** 1159 S. Pennsylvania ave., Lansing 4, Mich. Pressed metal products. G. F. Conway, pres., gen. mgr.; Henry Reniger, vice-pres.; W. C. Baguley, vice-pres., factory mgr.; E. D. Draper, secy.-treas.; R. M. Johnson, sales mgr.; O. Blost, pur. agt.

**LA SALLE STEEL CO.,** P. O. Box 6800-A, Chicago 80, Ill. Cold finished and furnace treated alloy and carbon steel bars. T. A. Kelly, pres.; A. F. Golick, vice-pres. in chge. of sales; G. W. Evens, works mgr.; W. E. Schneider, adv. and sales planning mgr.; G. B. Boyer, mgr. sales engrg.; Phil Smith, dir. of pur.; G. B. Smith, pur. agt. **Det. Rep.**—H. N. Landis, 416 New Center bldg., Detroit 2.

**LAS-STIK MFG. CO.,** Wayne and B, Hamilton, O. Polishing cloths, wash mitts, anti-fog cloth, bug cloth, white wall cleaner, liquid car wash, leather cleaner, windshield washer solvent, tar remover. Louis C. Sohngen, pres., gen. mgr.; Neil L. Sohngen, vice-pres., adv. sales and sales prom. mgr.; Louis C. Sohngen jr., secy.-treas., works mgr., pur. agt.; Robert Wiseman, traf. mgr. **Adv. Agcy.**—Rowe & Wyman Co., Cincinnati, O.

**LATHEM TIME RECORPER CO.,** 76 Third st., N.W., Atlanta, Ga. Payroll and job time recorders, time cards of all types and racks. L. P. Lathem jr., pres., adv. and pub. rel. mgr.; H. G. Hooper, vice-pres., secy. and chief engr.; L. P. Lathem sr., treas., pur. agt.; Warren Kent, sales mgr.; F. E. Black, serv. mgr. parts and acc. mgr.; Fred Chapman, traf. mgr. **Adv. Agcy.**—J. Howard Allison Co., Atlanta, Ga.

**LAUDAR CO.,** 121 E. Hill st., Thomson, Ga. Sales system. MDT inventory control, car service menu, 7 point invoice for car sales, service production system, salesmans prospect system, car service menu repair orders. Darrell M. Johnson, pres. **Adv. Agcy.** — Harrison Advertising Co., Augusta, Ga.

**LAUREL PLASTICS, INC.,** 630 Fifth ave., New York 20, N. Y. Woven Saran fabric. Stanley L. Ballin, pres.; Jerome K. Ballin, secy. and vice-pres.; Martin G. Frank, treas.; Arthur Karr, vice-pres. and gen. mgr. **Det. Rep.**—George A. Cavanaugh, 13710 West McNichols rd.

**LEADING ENGINEERING & MANUFACTURING CO.,** 350 South Sanford st., Pontiac, Mich. Industrial automation handling equipment. Martin Goldman, pres.; Henry Schuricht, exec. vice-pres. and chief engr.; Dietrich Kohlsaat, vice-pres.; Frank Andux, secy.-treas.; Walter Wharton, asst. sales mgr.; L. A. Kent, pur. agt.

**LEAKE STAMPING DIV., Monarch Products Co.,** 1251 E. First st., Monroe, Mich. Metal stampings, brackets, rocker arms, mounting plates, cylinder head covers, accessory components, reinforcements, sub assemblies. George Berbynuk, pres.; James M. Leake, vice-pres., engrg.; Joseph Leich, div. mgr.

**LEE CO., K. O.,** 1100 First ave., S. E., Aberdeen, S. D. Valve refacer, seat grinder, seat insert tool; connecting rod aligner; valve seat rings, mobile valve shop; stud wrench; reamer drive; AC arcwelder, valve guide reaming tools. C. C. Lee, pres., gen. mgr.; Louis R. Anderson, asst. gen. mgr.; Don C. Stablein, sales mgr.; Phil J. Braunstein jr., adv. mgr.; Delo Lee, chief engr.

**LEE ENGINEERING CO.,** 289 Armistice blvd., Pawtucket, R. I. Hydraulic tire demounters (for truck tires—three different models); hydraulic lifts (platform type and fork type), truck floor locks. Joseph A. Waterman jr., gen. mgr.; Carmine Gambardella, chief engr.

**LEE FILTER CORP.,** River rd., N. Arlington, N. J. Filters for oil, air, water, fuel. L. W. Weiss, pres.; M. Weiss, vice-pres.; A. Jacobs, secy.; H. Lederman, gen. mgr.; G. Terzian, works mgr.; N. Werksman, sales mgr.; A. Sorg, serv. mgr.; Hebert R. Otto, chief engr.; F. Gonzales, traffic mgr.; M. Furman, pub. rel. mgr. **Det. Rep.**—A. Kanner, 3270 Warrensville Center rd, Shaker Heights 22, O. **Adv. Agcy.** — Furman Co., New York City, N. Y. Murray Furman, acct. exec.

**LEE RUBBER & TIRE CORP.,** Factories: Conshohocken, Pa. and Youngstown, O. Gen. Office: Conshohocken, Pa. Motor vehicle tires and tubes, cement repair material, industrial and mechanical rubber conveyor and power belting hose (various), extruded rubber products, etc. Albert A. Garthwaite, chmn. of the bd.; Donald Strachan, asst. to the pres.; W. F. Hinderscheid, vice-pres., sales; Robert M. Brassemle, vice-pres., prod., Lee div.; Arthur H. Neilen, vice-pres., dev. & res.; Albert A. Garthwaite jr., pres., Lee div.; E. M. Ikirt, gen. mgr. Republic Rubber div.; Daniel H. Handy, treas.; B. Herbert Lee, dir. of sales mfgrs. and nat'l accts.; Paul Van Anda, secy.; T. C. Boase, asst secy.; J. C. Carlin, dev. engr.; J. J. Conway, pers. dir.; Frederick Leopold, chf. engr.; J. Russell Shaw, pur. agt.; Ralph V. Falconiero, contr.

**LEEBAW MFG. CO.,** 65 Wayne ave., Youngstown 2, O. Custom built hand trucks. K. W. George, pres.; H. S. Leebaw, vice-pres. in chg. of sales.

**LEECE-NEVILLE CO.,** 1374 E. 51st, Cleveland 3, O. Alternators starters, switches, regulators for use on trucks, buses and passenger cars. P. H. Neville, pres.; J. S. Allt, vice-pres. and treas.; A. D. Gilchrist, H. J. Zuske, vice-presidents; Glen Crawford, adv. mgr.; J. D. Barlow, gen. pur. agt.

(Continued)

# Who's Who in the Auto Industry

(Continued)

**LEHIGH SAFETY SHOE CO.,** general office and warehouse: First and Minor sts., Emmaus, Pa. Safety-toe leather oxfords and shoes, safety-toe rubber shoes and boots. Lawrence Merle, pres.; Frank B. Griswold, vice-pres., gen. works and sales mgr.; Howard Swartwood, secy.; Bruce L. Babcock, treas. **Det. Rep.**—William C. Snell jr., 13185 Ohio ave., Detroit 38, Mich. **Adv. Agcy.**—Frederick-Clinton Co., Inc., 545 Fifth ave., New York City.

**LEMPCO AUTOMOTIVE, INC.,** Cleveland 27, O. Automotive parts: ring and pinion gears, transmission and parts for clutches and automatic transmissions, universal joints, power take-offs, timing gears and chains, axleshafts and driveshafts, wheel weights, tractor parts. A. B. Harding, pres.; J. Y. Blazek, exec. vice-pres.; M. Keeger, vice-pres. and gen. mgr.; S. Kinkor, vice-pres. and sales mgr.

**LEMPCO INTERNATIONAL, INC., Export Div.,** 5409 Dunham rd., Bedford, O. J. F. Strnad, pres.; Dorothy R. Kimmel, vice-pres. and gen. mgr. **Adv. Agcy.**—Sweeney & James Co., Bulkley bldg., Cleveland, O. John E. Sorrell, acct. exec.

**LEMPCO PRODUCTS, INC.,** 5490 Dunham rd., Bedford, O. Subsidiary, Evans Reamer & Machine Co., New Lexington, O. Automotive shop reconditioning equipment: brake drum lathes; electric and hydraulic presses; crankshaft grinders and straighteners; surface grinders, mobicranes; boring bars; reamers and honers. James F. Strnad, chmn. of bd.; James J. Strnad, pres.; John Y. Blazek, exec. vice-pres.; William J. Blazek, vice-pres.; Albert B. Harding, vice-pres., sales; J. F. Fahey, treas.; Herbert A. Spring jr., secy.; E. E. Worthington, mktg. mgr.; Charles Gaskill, chf. field engr. **Adv. Agcy.**—Carr Liggett, Inc., 815 Superior ave., Cleveland 14, O. Ed Howe, acct. exec.

**LE ROI DIV., Westinghouse Air Brake Co.,** Milwaukee 1, Wis. Internal combustion engines, portable stationary and self-propelled air compressors, air tools. F. J. Zielsdorf, gen. mgr.; J. E. Heuser, gen. sales mgr.; D. S. Permar, asst. gen. sales mgr.; G. W. Graf, sales prom. adv. mgr.; C. L. Meigs, mgr., portable compressor sales; R. L. McChain, mgr., Cleveland prod. sales; E. R. Couch, mgr. stationary compressor sales; P. Azzolina, mgr. service dept.; D. M. McDowell, acting mgr. engrg. dept.; V. C. Sommers, mgr. pur. dept. Reg. Mgr. R. G. Draper, 4798 W. 35th st., Cleveland 9, O. **Adv. Agcy.**—Hoffman & York, Inc., Milwaukee, Wis. Geo. S. Cohan, acct. exec.

**LIBBY-OWENS-FORD GLASS CO.,** 608 Madison ave., Toledo 3, O. Safety glass, parallel-o-plate glass, thermopane insulating glass, safety plate glass, tuf-flex glass, window glass, shaded windshield, tempered glass, Vitrolux heat-strengthened glass, rough plate blank, heat absorbing plate glass. John D. Biggers, chmn.; G. P. MacNichol jr., pres.; E. M. Everhard, vice-pres. sales; A. P. Plant, gen. mgr. ind. sales; J. M. Ashley, pub. rel. dir.; F. R. Hawkins, adv. mgr.; J. C. Diehl, gen. pur. agt.; J. A. Faller, gen. traf. mgr. **Det. Rep.**—S. S. Hall, L-O-F Glass Co., 610 Fisher bldg., Detroit. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland, O. E. V. Carlquist and R. C. Blumer, acct. executives.

**L-O-F GLASS FIBERS CO.,** 1810 Madison ave., Toledo 1, O. Microlite, microtex and Super Fine thermal and accoustical insulation; glass fiber textile yarns; Garan and Vitron roving for plastic reinforcement. R. H. Bernard, pres.; T. A. Collins, vice-pres., gen. mgr. eastern div.; F. H. May jr., vice-pres., secy-treas.; Dominic Labino, vice-pres., dir. of glass res. & new processes; C. F. Hegg, vice-pres., gen. sales mgr.; J. P. Atkinson, gen. pur. agt.; E. K. Bumcrots, gen. traf. mgr.; R. Petersen, mgr. customer serv. dept. **Det. Rep.**—N. P. Kimberly, 18263 Hartwell at James Couzens.

**LIBERTY MIRROR DIV., Libbey-Owens-Ford Glass Co.,** Brackenridge, Pa. Auto mirrors; transparent 3-way rear view metallic front surface, outside rear view mirrors, rescue signalling and rear view mirrors for fighter planes, hi-efficiency beam splitters and hi-efficiency dichroic mirrors. J. C. Ogle jr., gen. mgr.; R. W. Pflaum, dir. of scheduling; W. C. Kerr, chief engr.; C. R. MacDonald pur. agt.; **Det. Rep.**—S. S. Hall, Libbey-Owens-Ford Glass Co., 611 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., 1501 Euclid ave., Cleveland 15, O.

**LIGGETT SPRING & AXLE CO.,** Monongahela, Pa. Axles for trailer vehicles of all types, leaf springs of all types, drop forgings. Charles E. Dexter jr., chmn. of the bd.; Marc J. Sandler, pres.; Edward D. Hursh, treas.; Frank L. Seamans, secy.; James C. Achtzehn, plant mgr.; J. D. Searles, dir. of pur. **Adv. Agcy.** — Lando Adv. Agency, Carlton House, Pittsburgh, Pa.

**LIGGETT SUPPLY & EQUIPMENT CO.,** Elkhart, Ind. Axles and complete running gear for trailers. Charles E. Dexter jr., pres.; Ed Hursh, treas.; Leonard Dexter, vice-pres., gen. mgr. (Subsidiary of Liggett Spring & Axle Co., Monongahela, Pa.)

**LIMA ELECTRIC MOTOR CO., INC.,** Findlay rd., Lima, O. Electric motors, gearmotors, machine tool drives, speed reducers. N. I. Schafler, pres.; Wayne M. Gideon, exec. vice-pres., gen. mgr.; D. S. Brady, secy.-treas.; P. F. Dwyer, gen. sales mgr.; Richard R. Knierim, sales prom. mgr., adv. mgr.; B. F. Wyandt, chief engr.; L. W. Hill, pur. agt.; W. Zimmerly, traf. mgr. **Det. Rep.**—The Lima Electric Motor Co., Inc., 3307 Ravena ave., Royal Oak, Mich. **Adv. Agcy.**—The Central Advertising, Lima, O. R. H. Moore, acct. exec.

**LINCOLN BRASS WORKS, INC.,** 2051 12th st., Detroit 16, Mich. Precision built brass valves, parts and fittings. E. H. Mueller, pres.; D. E. DuPerow, vice-pres. and asst. gen. mgr.; Norb Hughes, vice-pres. and dir. of sales; R. H. Marentette, pur. agt. **Adv. Agcy.** — Evans-Winter-Hebb, Inc., Detroit, Mich. Palmer Winslow, acct. exec.

**LINCOLN ELECTRIC CO.,** 22801 St. Clair ave., Cleveland 17, O. Electric arc welders: AC/DC engine and AC, DC electric driven; electrodes; accessories for welding, electric motors, battery chargers. James F. Lincoln, chmn.; William Irrgang, pres.; J. S. Roscoe, exec. vice-pres.; A. F. Davis, vice-pres., secy. and adv. mgr.; G. G. Landis, vice-pres., research; C. G. Herbruck, A. W. Sawyer, assts.; L. K. Stringham, vice-pres. engrg.; Harold Burnip, dir. of pur.; G. E. Tenney, serv. mgr.; Norman Zollar, traf. mgr.; E. Smith, chief engr. electrodes, machines; N. Hoene, chief engr. **Det. Rep.**—The Lincoln Electric Co., branch office, 10228 Woodward ave. A. F. Boucher, dist. mgr. **Adv. Agcy.**—Griswold-Eshleman, Cleveland, O. Wm. Pelich, acct. exec.

**LINCOLN ENGINEERING CO., Div. of the McNeil Machine & Engrg. Co.,** 5701 Natural Bridge ave., St. Louis 20, Mo. Lubricating equipment, power lubrication systems; grease fittings; grease guns, manual and power operated; pumps (grease, oil, transfer, underbody coating materials); air, grease and oil hose. Jonathan Kludt, exec. vice-pres. and gen. mgr.; Carl H. Mueller, dir. of engrg.; John E. Renner, gen. sales mgr.; R. Kloos, adv. mgr.; Clark Schelp, sales pro. mgr.; Geo. Hubbard, special auto rep.; K. Webb, serv. mgr.; L. C. Rotter, chief engr.; D. K. Howell, pur. agt.; Vernon Hudder, traf. mgr. **Det. Branch Mgr.**—Morgan Lawton, 8627 Woodward ave. **Adv. Agcy.**—Oakleigh R. French & Assoc., St. Louis, Mo., K. J. Bayer, acct. exec. The D'Arcy Advertising Co., St. Louis, Mo. M. D. McQueen, acct. exec.

**LINDE AIR PRODUCTS CO., Div. of Union Carbide and Carbon Corp.,** 30 East 42nd st., New York 17, N. Y. Industrial gases, oxygen, nitrogen, argon, acetylene, calcium carbide, oxy-acetylene apparatus for cutting, joining, treating, and forming metals, acetylene generators, welding rods and supplies, air-acetylene apparatus, electric welding equipment and supplies for Heliarc, Sigma, Unionarc and Unionmelt welding. **Det. Rep.** — S. F. Maire, 10421 W. Seven Mile rd., Detroit 21, Mich.

**LINK-BELT CO.,** Executive office: dept. ANA-58, Prudential Plaza, Chicago 1, Ill. Automotive timing chains, conveyors and power transmission machinery. R. C. Becherer, pres.; R. F. Bergmann, vice-pres. engrg.; H. L. Hoefman, vice-pres. mfg.; A. H. Wayne, treas.; B. V. Jones, adv. mgr.; W. H. Depperman, pub. rel. dir.; Indianapolis Plant: 220 E. Belmont ave., Indianapolis, 6. R. E. Whinney, vice-pres., gen. mgr.; H. B. Collins, secy.; C. R. Williams, contr.; F. H. Spencer, sales mgr.; W. G. Bally, mgr., automotive and diesel engine sales. Detroit District Office and Factory Branch Store: George Paige, mgr., 5938 Linsdale ave., Detroit 4. Manufacturing Plants. Sales Offices, Factory Branch Stores, Distributors and Representatives throughout the world. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Inc., Milwaukee 4, Wis. B. E. Hotvedt, acct. exec.

**LINK ENGINEERING CO.,** 13840 Elmira ave., Detroit 27, Mich. Spring testers, oil consumption scales, center drills, dynmometers, flow meters, sheet tension indicator, special test equipment. H. W. Link, gen. mgr.; M. N. Weber, product development mgr.; R. A. Lundquist, sales mgr.; Robert Bauer, chief engr.; A. L. Hill, pur. agt.

**LION OIL CO., a Div. of Monsanto Chemical Co.,** Lion Oil bldg., El Dorado, Ark. **Refinery:** Gasoline, distillates, kerosene, light and heavy fuels, asphalts, lubricating oils, greases and protective coatings. T. M. Martin, pres.; J. E. Howell, R. E. Meinert and C. N. Barton, vice-presidents; Jeff Davis, secy.; J. B. Rogerson, mgr. of mfg.; J. H. Sheehan, dir. of mktg.; C. R. Olson, adv. and sales prom. mgr.; P. G. Anderson, traf. mgr.; Kavanaugh Dodson, pub. rel. dir. **Adv. Agcy.**—Ridgway Advertising Co., St. Louis, Mo.

**LIFE-ROLLWAY CORP.,** 806 Emerson ave., Syracuse 1, N. Y. Heavy duty automotive clutches, single loading pneumatic bar feeds, automatic magazine loading bar feeds, cutters, portable electric power hacksaws. H. F. Hodgkins, pres.; J. D. Williams, vice-pres.; T. M. Hancock, secy.; W. M. Hall, treas.; R. M. Zimmerman, gen. mgr.; J. H. Williams, sales mgr. (Clutch Div.); B. C. Harney, sales mgr. (Bar Feed Div.); R. S. Root, chief engr.; J. E. Edmonds, dir. of pur.; J. Dice, traf. mgr.; J. H. Williams, adv. mgr. **Det. Rep.**—A. J. Hallett, 9327 Fredericks dr., Livonia, Mich. **Adv. Agcy.**—Barlow Adv. Agcy., 742 James st., Syracuse 1, N. Y.

**LIQUID GLAZE, INC.,** 704 Sheridan st., Lansing 3, Mich. Protection treatment products for automobile finishes, "Spaire," spare tire in a can. Harvey S. Steadman, pres. and treas.; Edward Hodowaine, vice-pres. and sales mgr.; Louis B. Steadman, asst. sales mgr.; Marvin Ray, dir. of res. and prod.; Bertrand Audette, secy. and asst. treas.; Clifford E. Pickett, office mgr.; Kenneth Iseler, mfg. supr.

**LISLE CORP.,** 807 E. Main st., Clarinda, Ia. Magnetic plugs, ridge reamer, cylinder hone, rod aligner, brake cylinder hone, glaze breaker, Chevrolet valve guide driver, wet honing machine, brake parts, cables and brake fluid. C. V. Lisle, pres., gen. mgr.; J. R. Arthur, vice-pres. and chief engr.; Edwin Lisle, vice-pres. and sales mgr.; T. E. Brooks, secy.; E. G. Thompson, works mgr., pur. agt.; O. S. Gregory, office mgr. **Det. Rep.**—Carl Lamparter, 18141 E. Warren, Detroit. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia. J. S. McLaren, acct. exec.

**LITEMETAL DICAST, INC.,** 1927 Wildwood, Jackson, Mich. Aluminum and magnesium die castings. E. C. Hetherwick, pres.; R. C. Cornell, vice-pres. and sales mgr.; W. J. Donahue, secy.; C. W. LeRoux, treas.; W. A. Kavanaugh, vice-pres. and works mgr. **Det. Rep.**—F. E. Wickham, Inc., 19451 Jas. Couzens hwy. **Adv. Agcy.** — DuMahaut Adv. Agency, Detroit, Mich.

**LITHO-PAINT POSTER CO.,** 525 Noble st., Chicago 22, Ill. Detroit Office, Room 313, Stephenson bldg., 6560 Cass ave., Detroit 2, Mich. Advertising displays for automotive dealers and national advertisers. V. A. Mock, pres.; W. W. Thompson, mgr. Detroit office.

**LITTELFUSE, INC.,** 1865 Miner st., Des Plaines, Ill. Fuses and mountings for radio, electronic and automotive fields. E. V. Sundt, chmn. of bd.; T. M. Blake, pres.; D. G. Turmail, secy.; J. D. Hughes, vice-pres., gen. mgr.; W. A. Clements, dist. sales mgr.; D. Shean, pur. agt. **Adv. Agcy.**—Burton Browne Adv., Chicago, Ill.

**LITTLE GIANT PRODUCTS, INC.,** 1530 N. Adams, Peoria 3, Ill. Trailing axles, hand hoists, hand winches, frame extensions, sweepers, lift truck attachments. H. G. Sharp, pres.; M. S. Sharp, secy.-treas.; Gilbert Pacey, vice-pres. and gen. mgr. **Adv. Agcy.**—Arbingast, Becht & Associates, Inc., Peoria, Ill.

**LIVINGSTON CO., THE,** 148 Amity rd.,

(Continued)


*Announcing the*

***GOLDEN ANNIVERSARY***

*of*

**THE CHRISTIAN SCIENCE MONITOR**

AN INTERNATIONAL DAILY NEWSPAPER

**Founded November 25, 1908, by Mary Baker Eddy**

In the words of its Founder, "The object of the Monitor is to injure no man, but to bless all mankind" — hence the Monitor's dedication to a policy of News, Advertising and Readership Devoted to a Better Civilization. Winner of more than 100 awards including a Pulitzer Prize during recent years.

THE CHRISTIAN SCIENCE MONITOR · 50th ANNIVERSARY · 1908 · 1958

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*and many others*

**CHRONICLE OF WORLD ACHIEVEMENT**
**Fiftieth Anniversary Issue**
**to be published**
**OCTOBER 18, 1958**

**THE CHRISTIAN SCIENCE MONITOR**
One Norway Street, Boston 15, Massachusetts

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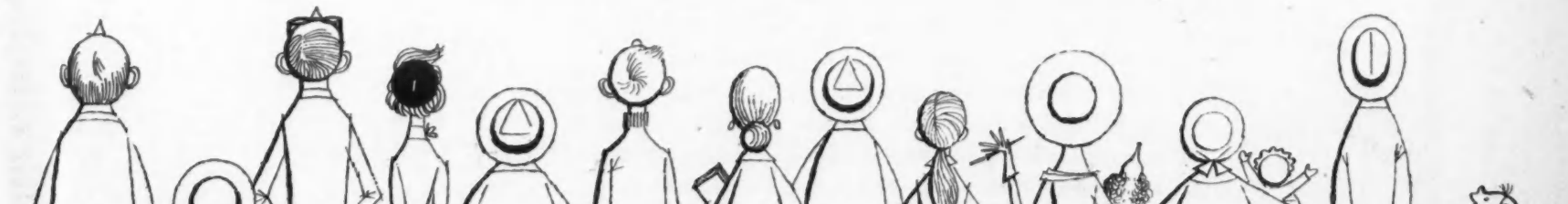

**Average net paid daily circulation for 6 months ending March 31, 1958, as filed with the Audit Bureau of Circulations, subject to audit.*

# Who's Who in the Auto Industry

(Continued)

New Haven 15, Conn. ICU Plasticote auto polish, gas line anti-freeze, spook-nylon sponges. Fred C. Roessler, pres.; Henry W. Houser, vice-pres., treas.; Edith S. Houser, secy.; Dorothy C. Roessler, asst. secy

**LLOYD CARS CORP. OF AMERICA,** P. O. Box 3940, 61 N. W. 11th st., Miami 24, Fla. Branch Office; P. O. Box 987, South Bend, Ind. Importers of Lloyd line of German built passenger and commercial cars. Norwood D. Craighead, chmn. of bd.; F. Wells Shearer, pres.; J. H. Roof jr., vice-pres., gen. mgr.

**LOCAL TRADEMARKS, INC.,** 57 Madison ave., New York 16, N. Y. Syndicated advertising campaigns, newspaper, point-of-sale animated TV spots, and radio commercials. Rudolph F. Purpus, pres.; John C. Ryder, vice-pres.

**LoDAL, INC.,** Walnut and Railroad, Norway, Mich. LoDal hydraulic truck loaders, dump body sideboards, cab shields, snowplows. Richard Orler, pres.; Esau Cohodes, vice-pres.; J. Raymond Brisson, gen. and sales mgr.; Florian Vecellio, secy.-treas.; Walter O. Brisson, works mgr., pur. agt. **Det. Rep.** — Industrial Truck Service, 1885 Harper ave., Industrial sales rep. Miller Equipment Co. of Detroit, 30303 Plymouth rd., Livonia, Mich., Municipal and other sales. **Adv. Agcy.**—R. C. Breth, Green Bay, Wis.

**LOGANSPORT MACHINE CO., INC.,** Logansport, Ind. Air and hydraulic cylinders and valves, presses, power units, pumps. Mrs. E. P. Wilkinson, pres.; C. M. Bates, vice-pres. and gen. mgr.; L. L. Austin, vice-pres. and secy.; E. L. Kimes, vice-pres. and treas.; L. R. Burger, sales mgr.; H. L. Stewart, asst. sales and adv. mgr.; R. Becker, chief engr.; Morris McAtee, pur. agt. **Det. Rep.**—Logansport Machine Co., 2413 East 7 Mile rd., Detroit 34, Mich. **Adv. Agcy.**—Willis S. Martin Co., Fort Wayne, Ind. Floyd D. Jeffries, acct. exec.

**LONG MANUFACTURING DIV., Borg-Warner Corp.,** 12501 Dequindre st., Detroit 12, Mich. Clutches for automobiles, trucks, buses and stationary engines, radiators, engine and transmission oil coolers, torque converters, transmission combinations, tractor transmission and axle assemblies, precision gears and shafts, heating and cooling coils. T. J. Ault, pres., gen. mgr.; R. Walters, secy.-treas., contr.; H. H. Whittingham, vice-pres.; D. W. Lysett, sls. mgr.; A. H. Schmal, gen. sales mgr.; C. M. Woods, ser. sales mgr.; H. A. Jewell, dir. of pur.; C. E. Stuckey, productive pur. agt.; R. B. Scott, non-productive pur. agt.; R. C. Norton jr., dir. of engrg.; R. C. Zeidler, exec. resch. engr.; H. E. Blood jr., dir. of indl. and pub. rel.; W. F. S. Dowlding, dir. of qual. contl; A. J. Lutz, mast. mech.; W. E. Rowe, dir. of mfg. **Adv. Agcy.**—Kenneth Drake Assoc., 600 Griswold, Detroit 26, Mich.

**LORD MFG. CO.,** 1635 W. 12th st., Erie, Pa. Bonded rubber products; anti-vibration and shock absorption devices. Thomas Lord, pres.; A. G. Postlethwait, vice-pres.; Mrs. B. M. Hartman Lord, secy.-treas.; J. C. Mitchell, mgr. of mktg.; R. C. Henshaw, mgr. of engrg.; R. B. Tousey, supt. mfg. div.; G. H. Billman, mgr. of field engrg.; D. P. Cobb, pur. agt.; J. P. Cooney, adv. mgr. **Det. Rep.**—Roy I. Butler, 2842 W. Grand blvd.

**LUBRIPLATE DIV., Fiske Brothers Refining Co.,** 129 Lockwood st., Newark 5, N. J. Lubricants. G. E. Merkle, pres.; L. A. Ryan, vice-pres.; F. W. Edwards, secy.-treas.; J. E. Carroll, works mgr.; R. L. Watts, sales and adv. mgr.; J. J. White, asst. sales. **Det. Rep.**—C. F. Cowley, 18516 James Couzens hwy. **Adv. Agcy.**—E. M. Freystadt Assoc., Inc., 41 East 42nd st., New York 17, N. Y. E. M. Freystadt, acct. exec.

**LUCAS ELECTRICAL SERVICES, INC.,** 653 Tenth ave., New York 36, N. Y. Branches in Chicago, Cleveland, Los Angeles. Distribution of electrical spare parts for British trucks, automobiles and motorcycles manufactured by the parent concern. Joseph Lucas, Ltd. A. B. Waring, pres.; W. G. Owen, vice-pres.

**LUDLOW PAPERS, INC.,** Rosemary st., Needham Heights 94, Mass. Rust preventive paper, greaseproof wrapping paper, waterproof packaging paper; reinforced gummed sealing tape. Henry M. Bliss, chmn. of bd.; Albert J. Thiel, pres.; Joseph C. Mahoney, treas.; Robert S. Metzler, vice-pres., sales; E. D. Cookson, industrial papers sales mgr.; E. D. Mendels, asst. sales mgr.; Robert L. Turley, adv. and sales prom. **Det. Rep.**—Sidney M. Davey, 14225 Schaefer rd., Detroit 27, Mich.

**LUMIDOR MFG. CO., INC.,** 4801 E. 50th st., Los Angeles 58, Calif. Hand spotlights, curb finders, tool chests, roller cabinets, work benches, drawers, power tool benches, tool toters, fluorescent fixtures. R. D. Sulentic, pres.; R. N. Sulentic, vice-pres.; R. G. Kirkton, gen. mfg.; F. A. Buchanan, pur. agt.; J. E. Powers, asst. treas.

**LUMITE DIV., Chicopee Mills, Inc.,** 47 Worth st., New York 13, N. Y. Automobile seat cover material and upholstery. W. J. Holman jr., pres.; H. H. Purvis, vice-pres. in chge. of mfg.; W. Chester, treas.; J. F. Nicholl, vice-pres. and gen. mgr.; George H. Day II, vice-pres., mgr. auto. and upholstery fabrics; G. V. Atkison, prod. dir. **Det. Rep.** — Harold W. Brown, 615 Livernois ave., Ferndale, Mich. **Adv. Agcy.**—Lennen & Newell, Inc., New York City, N. Y. Shirley Estey, acct. exec.

**LUSTRE PRODUCTS CORP.,** Box 803, Lansing, Mich. Manufacturers and national distributors of chemicals and equipment for automobile beauty care. William Garrigan, pres.; Philip Schwartz, vice-pres.

**LUX CLOCK MFG. CO., INC.,** 95 Johnson st., Waterbury 20, Conn. Clocks and timers. Fred Lux, pres.; Herman Lux, vice-pres., treas.; W. F. Cahill, secy., pub. rel. mgr.; Edward Koss, plant mgr.; Eugene T. Crandall, sales, adv. and sales prom. mgr.; Eugene Slason, serv. mgr.; Dwight E. Harris, chief engr.; Arthur Kunkel, pur. agt. **Adv. Agcy.**—William Schaller Co., Inc., 1245 Farmington ave., Hartford, Conn.

**LYK NU CO., INC.,** 279-281 E. 139th st., New York 54, N. Y. White tire cleaner, motor wash, Leatha-Fab, Nu-Wash, Spray-Nu, automatic transmission sealer. Al A. Banks, pres.; Harold Banks, vice-pres.; Lillian La Vine, gen. mgr.; Lester Poliner, sales mgr.

**LYON, INC.,** 13881 W. Chicago blvd., Detroit 28, Mich. Stainless steel wheel covers and wheel trim, discs and rings; metal whitewalls, and stampings. G. Albert Lyon, chmn. of bd.; G. A. Lyon jr., pres.; R. E. Lyon, exec. vice-pres.; Alberta L. Judd, secy.; G. W. Hain, automotive sales mgr.; R. M. Hodgson, asst. sales mgr.; H. J. Eynon, prod. mgr.; H. Joyce, dir. of pur.; C. F. Hanna, Geo. C. Czuba, asst. pur. agts.; J. W. Tulloss, gen. mfg. mgr. M. J. Celovsky, chief engr. **Adv. Agcy.**—MacManus, John and Adams, Bloomfield Hills, Mich. Robert F. Shaw, acct. exec.

**LYON METAL PRODUCTS, INC.,** Aurora, Ill. Parts bin systems, bulky parts racks, benches, lockers, toolstands, tool boxes, shop equipment. L. D. Deal, pres.; J. M. Olesen, vice-pres. chge of sales; A. W. Walan, secy.-treas.; O. M. Konrath, vice-pres. in chg. of prod.; Leonard B. Rhodes, adv. and sales prom. mgr.; D. K. Powelson, asst. adv. mgr.; R. C. Senyard, pur. agt.; H. McManus, traf. mgr.; Neal Ormond, vice-pres., per. rel. **Det. Rep.**—W. J. Meidell, mgr. Lyon Metal Products, Inc., 209 Curtis bldg., Detroit 2, Mich. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago, Ill. G. E. Taylor, acct. exec.

## M

**M & E MFG. CO.,** 2571 Winthrop ave., Indianapolis 5, Ind. Paint spray finishing equipment and systems. R. Egener, pres.; Martin E. Miller, sales co-ord.; S. R. Abbott, pur. agt. **Adv. Agcy.**—Ruben Adv. Agcy., Indianapolis, Ind.

**M & W GEAR CO., INC.,** Anchor, Ill. Add-power sleeve and pistons, live power P. T. O. clutch, live power hydraulic systems, 9 speed transmissions, tractor testing dynamometers. Elmo Meiners, pres.; J. C. Ertel III, secy.-treas.; E. W. Lapp, pur. agt.; W. E. Volk, sales mgr.; Loren Alpers, ass't. sales. **Mich. Rep.**—Dave Gardner, R. R. No. 1, Fulton, Mich. **Adv. Agcy.**—The Biddle Co., Bloomington, Ill.

**MacDONALD MFG. CO.,** 550 Green, New Baltimore, Mich. Automotive knobs, escutcheons, plastic brake handles, back-up, tail and parking lamp lens, arm rests, nylon bushings, nylon speedometer gears, dials, vinyl moldings and expanded foam. Stuart MacDonald, pres.; Jay H. Kuhn, vice-pres.; D. Morrish, pur. agt.; Scott Walker, plant mgr. **Det. Rep.**—Crawford-Mazer, Inc., 715 Fox bldg.

**MACHINED PARTS CORP.,** 6209 Hamilton, Detroit 2, Mich. Automotive electrical products. M. M. Moats, pres. and gen. mgr.; B. A. Moats, vice-pres.; W. Palmer Lanagan, vice-pres., chge. of research, development; J. D. Ward, secy.; Ray R. Buckman, pur. agt.

**MACHINERY & EQUIPMENT EXCHANGE, INC.,** 3400 W. Fort st., Detroit 16, Mich. Toolroom and production metal working machinery and equipment, steel shop equipment, shelving, lockers, parts bins, work benches, air compressors, electric motors, spray equipment, electric tools, electric and chain hoists, hydraulic jacks, body jacks, vises, flexible shaft bench and floor grinders, hand and hydraulic operated arbor presses, arc welding equipment, tote pans, shop boxes, etc. Albert M. Egrin, pres.

**MACK TRUCKS, INC.,** 1355 West Front st., Plainfield, N. J. Trucks, tractors, buses, fire apparatus. P. O. Peterson, pres.; M. E. Stover, vice-pres., finance; E. G. Ewell, vice-pres., sales; L. E. Minkel, gen. sales mgr.; G. F. Jones, asst. gen. sales mgr.; T. J. Zeller, vice-pres., forward planning; W. T. Southworth, secy.; J. M. Steffee, dir. of pur.; A. G. Crockett, dir., sales development; H. Rowold, mgr., natl. and fleet sales; H. Bernard, mgr. serv. engrg. div. **Det. Rep.**—E. H. Dillow, 10401 Ford rd., Dearborn, Mich. **Adv. Agcy.**—Doyle, Kitchem & McCormick, Inc., New York 17, N. Y. J. P. Scholl, acct. exec.

**MACKENZIE MUFFLER CO., INC.,** 460 N. Meridian rd., Youngstown 9, O. Automotive exhaust systems, automotive oil filters, and automotive and industrial mufflers. K. B. MacDonald, pres., treas.; J. C. Stewart, exec. vice-pres. and gen. mgr.; Myron Ullman, secy.; W. W. Marriott, works mgr.; F. G. Hyatt jr., sales mgr., ind. div.; F. Hyatt, chief engr.; L. Miller, pur. agt.; M. Merlo, traf. mgr.

**MACKLIN CO.,** 2914 Wildwood rd., Jackson, Mich. Grinding wheels, sharpening stones and other abrasive products. R. C. Franklin, pres.; W. V. Blake, vice-pres., engr.; R. O. Lane, vice-pres., sales engr.; M. T. Hunt, vice-pres., sales mgr. eastern div.; Jack Arnst, sales mgr. western div.; C. E. Etheridge, secy.-treas.; J. E. Saathoff, works mgr.; R. B. Howlett, adv. mgr., dir. of pur.; E. M. Scheiffler, asst. pur. agt. **Det. Reps.**—N. H. Balz, mgr.; W. E. Howard, R. L. Hackett, W. E. Scholes, 1144 W. Baltimore. **Adv. Agcy.**—Grant-Miller Adv., 117 S. Jefferson st., Marshall, Mich.

**MACLEOD CO., THE,** Box 452, Sharonville, O. Abrasive blast, dust arrester, oil burning and blacking swab sprayer equipment for factories, foundries, mills; guns for spraying cement and sand, sand dryers. E. F. Hoffman, pres.; Thomas J. Hollmeyer, vice-pres.

**MACMILLAN PETROLEUM CORP.,** 530 West 6th st., Los Angeles 14, Calif. Ring-free motor oils, greases, asphalt, diesel and jet fuel, naphtha, road and lubricating oils. R. S. Macmillan, pres.; S. M. Batterson, exec. vice-pres.; S. M. Thompson, secy. and treas.; William A. Powell, vice-pres. refinery mgr.; H. C. Akerberg, vice-pres. lube oil mgr.; O. H. Muller jr., vice-pres., adv. and sales prom. mgr. **Adv. Agcy.**—Roy S. Durstine Co., New York, N. Y. Wm. Sloan, acct. exec.

**MAC'S SUPER GLOSS CO., INC.,** 6040 N. Figueroa st., Los Angeles 42, Calif. Auto polishes, cleaners, rust remover, radiator compounds, etc. R. MacIsaac, pres.; Ted J. Smith, vice-pres. in chge. of sales; Wm. W. Gregory, secy.-treas.; Ray Gallagher, works mgr.; M. Egan, secy. and pur. agt.; Max Seyster, Detroit dist. mgr. **Det. Rep.** — Max Seyster, 1801 Madison st., Evanston, Ill. **Adv. Agcy.** — Hixon & Jorgensen, Los Angeles, Calif.

**MACTON MACHINERY CO., INC.,** Dyke Lane, Stamford, Conn. Automobile display, car washer and industrial turntables. D. Bruce Johnston, pres.; K. Allison Johnston, secy.-treas. **Adv. Agcy.**—Moore & Co., 1700 Summer st., Stamford, Conn. Richard Green, acct. exec.

**MADAY BODY & EQUIPMENT CORP.,** 575 Howard st., Buffalo 6, N. Y. Commercial truck bodies and special equipment. Walter Maday, pres.; Henry S. Maday, exec. vice-pres.; Mary F. Kasza, asst. treas.-secy.; Elmer C. Fox, vice-pres. in chge. of sales and pur.; H. Bruce Maday, asst. plt. supt.; Austin Malican, plt. supt.; Robert Clowes, compt. **Adv. Agcy.**—Gottheif & Weil, Inc., Buffalo, N. Y.

**MAGIC TOOLS, INC.,** 991 Williams, San Leandro, Calif. Body and fender straightening tool. V. E. Robbins, pres.

(Continued)

There's brand new sales appeal in Guide's new driver-controlled Autronic-Eye! And for General Motors Car Dealers, it means new profit potential. A new sensitivity adjustment allows the driver to control how soon the "Eye" dims his lights . . . makes it possible to adjust, on the spot, for varying highway situations. Use of transistor in the power amplifier enables it to operate with full effectiveness in all weather conditions. These new and easy-to-see benefits will produce results from the simplest demonstration. And the importance of automatic dimming, with the brighter four-headlamp systems, will make the 1958 Autronic-Eye easier than ever to sell!

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Today, more than ever, this unusual line of motor cars offers an unparalleled opportunity for aggressive, sales-minded dealers. The proof is that 157 dealers signed for the Studebaker-Packard franchise since January 1st after carefully investigating *all* the facts. In today's rapidly changing automotive market, you owe it to yourself to look into the *one* franchise that offers more tangible sales opportunities. Today, fill out and mail the coupon at right. There's no obligation.

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America's only line of high fashion cars with regular gasoline economy ...Studebakers and Packards!

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CORPORATION

*Where pride of Workmanship comes first!*

# Who's Who in the Auto Industry

(Continued)

**MAGIC TUNNEL CAR WASH EQUIPMENT CO.,** 831 No. 22nd st., Birmingham 3, Ala. Manufacture and installation of a complete line of automatic car wash equipment including automatic car wash brushes, conveyors, sprays, blowers, turbine vacuum cleaners, steam cleaners, wheel washers. Lawrence C. Houck, pres., gen. mgr. and adv. mgr.; Hershel Loflin, sales vice-pres. and asst. adv. mgr.; Anne Bowden, secy.-treas. and pur. agt.; Edward Jones, serv. mgr. and chief engr.; Jack Sampica, parts and acct. and traf. mgr.

**MAGNAFLUX CORP.,** 7300 W. Lawrence ave., Chicago 31, Ill. Nondestructive testing materials and equipment. F. B. Doane, pres.; W. E. Thomas, exec. vice-pres.; W. D. Reid jr., plant mgr.; A. E. Christensen, chief engr.; C. D. Ceske, pur. agt. **Det. Rep.**—M. Van Baalen, mgr., 2777 East Grand blvd. **Adv. Agcy.**—Stoetzel and Assoc., Inc., Chicago 31, Ill. H. W. Stoetzel, acct. exec.

**MAGNALINE CO.,** 1615 Pine st., San Francisco 9, Calif. Wheel aligners. Albert Peters, pres.

**MAGNETIC DRAIN PLUG CO.,** Rt. 58, Wellington, O. Magnetic pipe, drain, filler and special plugs. Samuel B. Katz, pres.; Pearl B. Katz, Frank Davenport, asst. to pres., Guy Krueger, sales.

**MAGNETOOL DIV., MULTIFINISH MFG. CO.,** 26341 W. 8 Mile rd., Detroit 19, Mich. Releasing hand magnets, coolant pump filter magnets, magnetic tramp iron traps, sweepers, tank retrievers and automation devises; sheet separators, magnetic conveyors. A. T. Churchill, pres., gen. mgr.; R. S. Toggweiler, vice-pres.; D. E. Jess, secy., sales mgr. **Adv. Agcy.**—Rossi & Co., Detroit, Mich.

**MAGNUS CHEMICAL CO., INC.,** South ave., Garwood, N. J. Automotive cleaning compounds and cleaning machines. W. M. Campbell, pres.; R. W. Mitchell, vice-pres.; W. M. Garbe, treas.; A. W. Bowling, secy.; R. Kreie, adv. mgr.; H. Miller, asst. adv. mgr.; G. Slaight, pur. agt. **Det. Rep.**—W. F. Gregory, 16535 Lawton ave. Detroit 21, Mich. Norman Schairer, 12526 Dresden ave., Detroit 5, Mich. **Adv. Agcy.** — Brudno & Bailey, Broad st., Westfield, N. J.

**MAGNUSON PRODUCTS CORP.,** Brooklyn, 1, N. Y. Cleaning compounds. I. C. Magnuson, pres.; R. F. Burch, vice-pres.; W. F. Nickerson, sales mgr. **Adv. Agcy.**—Asher, Godfrey & Franklin, New York, N. Y. Edgar Rosston, acct. exec.

**MAGUIRE CO., INC., WALTER,** 66 E. 42nd st., New York 17, N. Y. Cortland emery aggregate for Emeri-Crete heavy duty floors. Walter R. Maguire, pres. **Det. Off.**—2045 E. 8 Mile rd., Hazel Park, Mich. R. C. McMillan, mgr.

**MALL TOOL CO., Div. of Remington Arms Co., Inc.,** 25000 So. Western ave., Park Forest, Ill. Portable power tools, electric and pneumatic impact wrenches, drills, screwdrivers, sanders-polishers, grinders, flexible shaft grinders, sanders and polishers.

**MALLORY ELECTRIC CORP.,** 12416 Cloverdale, Detroit 4, Mich. Ignition coils, distributors and systems, circuit breakers, condensers, ballbearing conversion kits, circuit breaker plates, dual point conversion kits, spark plugs. M. Mallory, chmn. of bd.; M. Mallory jr., pres.; H. Gardner, sales mgr.

**MALSBARY MFG. CO.,** 845 92nd ave., Oakland 3, Calif. Fireless cleaners, steam vapor cleaners, high pressure combination cleaners. A. E. McIntyre, pres. and gen. mgr.; Walter Taylor, vice-pres.; M. K. Dugener, sales mgr.; Walter F. Malsbary, secy.-treas.; L. F. Linn, pur. agt. **Det. Rep.**—F. W. Hammond, 315 N. Ravena blvd., Ann Arbor, Mich. **Adv. Agcy.**—George McNutt Agency, Oakland, Calif.

**MANBEE EQUIPMENT DIV., Bear Mfg. Co.,** Rock Island, Ill. Wheel balancers, wheel aligning equipment, axle straightening equipment, head light testing equipment and frame straightening equipment.

**MANCUSO ASSOC., INC.,** 726 Lothrop, Detroit 2, Mich. Facilities for creative planning, development, layout, art and copy covering sales promotion and incentive programs for automotive manufacturers and their dealers. Tony Mancuso, pres., treas.; Carl H. Eissfeldt, exec. vice-pres.; Peter G. Medonis and Wm. Pratt, vice-presidents and acct. execs.; Lottie Chmielnicki, secy.; Charles H. Werner, gen. mgr.; William H. Stedman, off. mgr.; Lorin Collins, vice-pres., creative dir.; J. Nelson, traffic; Don Gabrial, editorial.

**MANSFIELD TIRE & RUBBER CO.,** Mansfield, O. Tires and tubes. J. H. Hoffman, pres.; E. E. Stevens, vice-pres.; J. C. Moore, gen. sales mgr.; J. W. Hammer, adv. and sales prom. mgr.; J. M. Slattery, dir. pur.; C. K. Smaltz, traf. mgr.; M. L. Bayer, factory mgr.; John Schroeder, pub. rel. mgr. **Det. Rep.** — F. D. Boals.

**MANZEL DIV., Houdaille Industries, Inc.,** 315 Babcock st., Buffalo 10, N. Y. Special automotive service tools and equipment arbor presses, Trans-lift and Trans-lift jr. Ralph F. Peo, pres., chmn. bd.; G. C. Saltarelli, vice-pres., chge. of oper.; Herbert H. Roosa, vice-pres., group exec.; Granger B. Thurstone, gen. mgr.; Merle J. Timmerman, sales mgr. **Adv. Agcy.**—Comstock & Co., Buffalo 2, N. Y.

**MARBLETTE CORP.,** 3721 30th st., Long Island City 1, N. Y. Liquid and cast phenolic resins, epoxy laminating and casting resins. Samuel Glickstein, pres.; Max Hilrich, res. dir. **Det. Rep.**—Frank Bogart, 19741 James Couzens hwy., Detroit. **Adv. Agcy.**—MacLean Advertising Agency, Inc., 207 East 37th st., New York 16, N. Y. Theodore M. Seller, acct. exec.

**MARCHANT CALCULATORS, INC.,** 1475 Powell st., Oakland 8, Calif. Automatic electric calculators and adding machines. Edgar B. Jessup, chmn. of bd; Walter Kassebohm, exec. vice-pres. and gen. mgr.; Wallace W. Knox, vice-pres. and gen. counsel; Wesley E. Jenkins, vice-pres. and gen. sales mgr.; Harold T. Avery, vice-pres. engrg.; W. W. Finn, secy-treas.; Farrell Smith, pur. agt.; Delmar E. Wisenor, traf. mgr.; Joseph W. Lewellen, adv. and pub. rel. mgr. **Det. Sales Office**—Roger M. Clark, mgr., 2211 Woodward ave., Detroit. **Adv. Agcy.**—Foote, Cone & Belding, San Francisco, Calif.

**MAREMONT AUTOMOTIVE PRODUCTS, INC.,** 168 No. Michigan ave., Chicago, 1, Ill. Coil, leaf and torsion bar springs, axle U-bolts, spring parts, tire tools, exhaust mufflers, tail and exhaust pipes, muffler clamps and installation kits. Howard E. Wolfson, chmn. of bd.; Arnold H. Maremont, pres.; M. A. Wolfson sr., vice-pres.; Jerome M. Comar, exec. vice-pres. and treas.; Chester Levine, secy.; C. A. Klaus, vice-pres., replacement sales; J. Theodore Wolfson, pres. of export subsidiaries; M. Robert Wolfson, adv. mgr.; Henry Ishizuka, asst. treas. and contr.; J. L. Woodhead, southeastern replacement sales mgr.; Drew Ehrhardt, western replacement sales mgr.; Tom Roach, midwestern replacement sales mgr.; Ken Maxwell, eastern replacement sales mgr.; Gail H. Hedrick, vice-pres., sales engr.; R. A. Graham, vice-pres., engrg.; John P. Buck, vice-pres., mfg.; Dave Spear, vice-pres., Puerto Rico and Cicero plants.

**MARINE AND INDUSTRIAL ENGINE DIV., Chrysler Corp.,** 2000 Van Horn rd., Trenton, Mich. Marine and industrial engines for both civilian and military equipment. A. S. Hudson, pres.; C. C. Williams, vice-pres. in chge. of sales; M. J. Yost, sales mgr., Industrial Engine Div., E. E. Trittschuh, sales mgr., Marine engines; C. H. Morris, chief engr.; W. M. Vollendorf, adv. mgr. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc. Harry W. Calvert, acct. exec.

**MARION METAL PRODUCTS CO.,** Cheney ave., Marion, O. Steel dump bodies and hydraulic hoists. G. E. Herr, pres., gen. mgr.; S. J. Birnbaum, asst. to gen. mgr.; R. J. Graham, treas; R. E. Craven, chief engr.; P. F. Baker, adm. engr.; H. H. Jacobs, sales mgr.; L. J. Alexander, works mgr.; R. L. Henninger, pur. agt.; Frank Barnhill, dir. of sales; R. H. Schroeter, pro. contl. mgr.; D. H. Huber, plt. mgr. **Adv. Agcy.**—Jay H. Maish Co., Marion, O. Calvin Arnold, acct. exec.

**MARKEE CORPORATION OF AMERICA,** 4030 N. W. 29th st., Miami 42, Fla. Aluminum pre-fabricated carports. Paul Rimmeir, pres.; Joe Cicero, vice-pres., sales; Nathan Becker, vice-pres. in chge. of prod.; Budd Sheesley, vice-pres. merch.; John Berger, pur. agt. **Det. Rep.**—Frank E. Storey, 23418 Woodward ave.

**MARLIN-ROCKWELL CORP.,** 402 Chandler st., Jamestown, N. Y. Ball and roller bearings. H. A. Johnston, pres.; L. A. Cummings, vice-pres., works mgr.; B. J. Shallow, vice-pres., gen. sales mgr.; B. H. Kidder, asst. sales mgr.; K. E. Josephson, adv. mgr.; R. F. Samuelson, chief engr.; W. B. Mead, secy.-treas.; C. A. Berg, dir. of pur.; F. C. Clark, dir. of public relations. **Det. Rep.**—A. E. Fawley, 17175 Wyoming ave., Detroit, Mich. **Adv. Agcy.**—Griffith & Rowland, Jamestown, N. Y. H. G. Griffith, acct. exec.

**MARMON-HERRINGTON CO., INC.,** 1511 W. Washington st., Indianapolis 7, Ind. Motor coaches, heavy duty all-wheel drive trucks, remanufacture of Ford trucks to all-wheel drive. D. M. Klausmeyer, pres.; G. C. Dixon, vice-pres. and gen. mgr.; Fred B. Croner, vice-pres.; E. F. Ray, gen. sales mgr., truck div.; J. A. Williams, sales mgr. in chge. of transit div.; Wm. P. Nottingham, secy.; John Gant, treas.; Harold B. Blank, serv. parts and acc. mgr.; George H. Freers, vice-pres. in chge. of engrg.; A. O. Standiford, pur. agt.; E. M. Guinn, traf. mgr. **Adv. Agcy.**—Caldwell-Larkin Co., Inc., Indianapolis, Ind. John Merkle, acct. exec.

**MARQUETTE MFG. CO., INC.,** 307 E. Hennepin ave., Minneapolis 14, Minn. AC & DC arc welders, welding accessories, oxy-acetylene welding equipment, battery chargers (all types), welding electrodes, welding rods and tractor strip. H. J. Lange, pres.; R. B. Niles, vice-pres., gen. mgr.; H. S. Petersen, secy.; O. H. Hansen, treas.; S. J. Gravelle, works mgr. C. M. Akins, vice-pres., chief engr.; E. F. Salomonson, pur. agt.; M. H. Potter, vice-pres., gen. sales mgr.; W. G. Schilling, adv. sales prom. mgr.; R. A. Sienes, export mgr. **Adv. Agcy.**—Alfred E. Colle Co., Minneapolis, Minn.

**MARSHALL-ECLIPSE DIV., Bendix Aviation Corp.,** Cohoes and Tibbits aves., Green Island, Troy, N. Y. Passenger car brake lining, heavy-duty truck and bus brake lining, airplane brake lining, railroad and industrial brake lining, synthetic resins, adhesives, protective coatings, cerametalix friction material for automotive and aircraft. F. C. Weyburne, gen. mgr.; H. Stolar, asst. gen. mgr.; H. C. Hodson, divisional compt.; D. E. Stuart, sales mgr.; original equipt.; C. W. Cowan, asst. sales mgr., original equipt.; L. H. Goyette, sales, original equipt.; A. J. Roemer, serv. sales mgr.; C. S. Ferguson, dir. of engrg.; B. W. Klein, chief engr., automotive prod.; F. W. Aldrich, asst. chief engr., automotive prod.; E. A. Martin, pur. agt.; E. Drislane, test engr.; T. E. Shelly, traf. mgr. **Det. Reps.**—D. E. Stuart, sales mgr.; C. W. Cowan, asst. sales mgr.; L. H. Goyette, sales, orig. equip.; Ed. E. Bozyk, Cerametalix sales rep., 8-204 General Motors bldg., Detroit 2. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich.

**MARSON CORP.,** 115 Mill st., Revere 51, Mass. Sanding attachments, tinning compounds, curtains for paint spray booths, wash racks and undercoating booths; plastic car garages, plastic and silicone cloth maskers for painting; mechanics fender and seat covers, plastic drop cloths, "smoothie" paint additive, paint cup liners, DDK dust killer, covers for testing equipment., K2 silicone compound; paint cup gaskets, Epoxy and Polyester Solder for body and fender work. L. S. Lewis, pres.; Joe Cooper, vice-pres.; Irving Cooper, secy., sales mgr. **Adv. Agcy.**—Mayhoff Co., Lynn, Mass.

**MARTIN SENOUR CO., Automotive Div.,** 2500 Senour ave., Chicago 8, Ill. Hi-solids lacquer colors, lacquer and synthetic enamel colors, blacks, thinners, reducers, specialties. W. M. Stuart, pres.; J. R. Degnan, vice-pres., dir. sales; E. Garman, treas.; R. W. Hughes, adv. mgr. **Adv. Agcy.** — MacFarland Aveyard, Chicago, Ill. R. Byars, acct. exec.

**MARVEL-SCHEBLER PRODUCTS DIV., Borg-Warner Corp.,** Decatur, Ill. Carburetor Div. Gasoline, distillate, LPG carburetion equipment, automatic transmissions. R. C. Ingersoll, pres.; A. B. Pulliam, vice-pres. and gen. mgr.; George Coffin jr., secy.-treas; D. N. Arndt, vice-pres., chge. of engr.; S. S. Meadows, vice-pres. and mgr. of transmission dept.; Frank Pilling jr., gen. sls. mgr.; R. T. Massey, serv. mgr., parts and access.; Harry G. Bolton, chief engr.; Frank C. Nelson, dir. planning & proc.; B. T. Andrix, vice-pres. in chge. of ind. rel. **Det. Rep.**—W. P. Cook, Box 131, Norville, Mich. **Adv. Agcy.**—Kane Advertising, Bloomington, Ill.

**MASCO SCREW PRODUCTS CO.,** 12825 Ford rd., Dearborn, Mich. Screw machine products. Alex Manoogian, pres., gen. and works mgr.; Charles Manoogian, vice-pres.; E. P. Ehrman, secy.-treas.; Horace Holmes, sales mgr.; George Manoogian, chief engr.; R. E. Deisley, pur. agt.

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The PITTSBURGH POST-GAZETTE is

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*In the* **Pittsburgh Post-Gazette**

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT

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KARADIO AUTO RADIO

- 5¼" shaft fits all standard foreign car dashboards.
- 6¾" wide, 4" high, 7" deep.
- 6 and 12 volt systems.

Custom-fit for VOLKSWAGEN, RENAULT, ENGLISH FORD, all foreign makes.

Features include heavy-duty, self contained PM speaker; 6 tubes. Operates on frequency range 540 KC to 1600 KC. Intermediate Frequency 455 KC. Special adaptor plates available. Separate speaker models also available.

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12½ Years Serving Employers


# Who's Who in the Auto Industry

(Continued)

Amber & Willard sts., Phila. 34, Pa. Duran with elastic fabric back, Duran with fabric back, Duran all-plastic, Duran-Quilt, Durasol plastic coated fabric. Walter E. Masland, chmn. of bd.; A. C. McCoy, pres. and gen. mgr.; R. P. Masland, vice-pres.; J. A. Shadle, vice-pres. for sales; Ernest Wuest, vice-pres. for mfg.; Ernest Kulp sr., vice-pres. for public rel.; Jules C. Lavin, vice-pres. for purchases; M. B. McMeekin, sales mgr. uphol. prod. div.; W. W. Day, adv. mgr.; George Sweet, sales mgr. ind. prod. div. **Det. Rep.**—Lester J. Colby, 710 Fisher bldg., Detroit 2. **Adv. Agcy.**—Fox & Mackenzie, Philadelphia, Pa., John Schoeninger, acct. exec.

**MASLAND & SONS, C. H.,** Springs rd., Carlisle, Pa. Wilton and velvet rugs and carpets, automobile carpet. F. E. Masland jr., pres.; G. R. Keim, vice-pres. (automotive sales and serv.). **Det. Rep.**—Hughes & Hunter, Inc., 16650 E. Warren.

**MASSEY-HARRIS-FERGUSON, INC.,** Racine, Wis. Farm tractors and implements. William Alexander, gen. counsel and secy.; W. W. Dworshak, gen. sales mgr.; Stanley S. Roberts, adv. and sales prom. mgr.; D. J. O'Leary, serv. mgr.; Herman G. Klemm, vice-pres., cf. engr.; M. E. Munroe, dir. of procurement; Ralph Martin, parts sales mgr. **Adv. Agcy.**—Needham, Louis & Brorby, Prudential Plaza, Chicago, Ill. G. W. Oliver, acct. exec.

**MASSEY-FERGUSON INDUSTRIAL DIVISION, INC.,** 1009 South West st., Wichita 15, Kans. Industrial tractors, earth moving and materials handling, light and medium industrial equipment, tractor mounted and truck mounted. C. J. Davis, gen. mgr.; Loren Hill, asst. gen. mgr.; Ben Carpenter, works mgr.; Jim Dreiling, asst. sales; Milton Tuell, sls. prom. & pub. rel. mgr.; J. I. Michaels, chief engr.; Roy Barties, pur. agt.; Jack Menoher, serv., parts & acc. mgr.; Pat Reeves, traffic mgr. **Adv. Agcy.** — Associated Advertising Agency, Wichita, Kansas. Preston Huston, acct. exec.

**MAST FOOS MFG. CO.,** 72 West Columbia, Springfield, O. Auto parts for Auburn Cord, Duesenberg Co. D. E. Winslow, pres.-treas. and gen. mgr.; F. B. McKaig, vice-pres.; H. S. Liddell, vice-pres.; D. D. Shellhorn, sales mgr. and pur. agt.

**MASTER MANUFACTURING CO.,** 1300 E. ave. A, Hutchinson, Kans. Machine tool attachments, lathe converters, Turret-Masters, plain and universal feed tables, work tables, positioning and layout tables, vertical mill heads, wheel heads, boring and drilling spindles, geared and direct spindle heads, geared dividing heads, internal keyseating and slotting heads. H. Lee Hill, gen. mgr.; Hue Whited, adv. mgr.; Don Morton, chief engr.; G. L. Sellenberger, pur. agt. **Adv. Agcy.**—Lago & Whitehead Co., Wichita, Kans.

**MASTER PARTS DIV., Airtex Products, Inc.,** 4th and Main sts., Fairfield, Ill. Fuel pumps, water pumps, front end suspension parts, wheel bearings, tie rod ends, king bolt sets, hydraulic brake cylinders and parts, fuel pump kits, water pump kits. Dom Monge, pres.; Robert N. Smith, adv. mgr.; Jack L. Roberts, sales mgr.; Roy Duke, pur. agt.; Adolph Krauss, traf. mgr. **Adv. Agcy.**—Burlingame & Grossman, Chicago, Ill.

**MASTER PRODUCTS, INC.,** 215 E. Twelve Mile rd., Madison Heights, Mich. Templates, fixtures, die models (wood and plastic), wood patterns, plastic tooling, jibs, sheet metal, hammer forms, prototypes, preproduction parts. Bartheld Zeunen, pres.; Lee E. Zeunen, adm. mgr.; J. P. DeLorme, sales mgr.; R. Belprez, pur. agt.; G. T. Tobids, plt. mgr.

**MASTER PRODUCTS MFG. CO.,** 3480 E. 14th st., Los Angeles 23, Calif. Visible sectional catalog filing equipment, specialized automotive indexing, paper punches with automotive punching, salesmen's leather sectional carrying cases and binders. Allan O. Marsh, gen. mgr.; V. L. Knight, secy.; N. Heath McDowell, sales mgr.; Harry Bauman, adv. mgr.; Harry Panfill, cf. engr.

**MATHER SPRING CO.,** 939 N. Cove blvd., Toledo 10, O. Leaf and torsion bar springs for cars, trucks, trailers, buses and off-the-road equipment. Henry T. Mather, pres. and treas.; Philip Hendrickson, adm. vice-pres.; J. P. Higgins, asst. secy. and contr.; Rathburn F. Mather, secy.; G. F. Miller, gen. sales mgr.; W. H. Barney, works mgr.; R. W. Nilsson, dir. engrg. & Research; P. W. Stevens, customer serv. mgr.; Richard Bartlett, dir. of pur. and prod. planning.

**MATS UNLIMITED, INC.,** Box 29, Burlington, Wis. Tailored rear floor and luggage compartment mats, burtex rear floor carpeting and trunk lining. Philip Smith, pres. and sales mgr.

**MAY BROTHERS MFG. CO.,** P. O. Box 5055, Lansing 5, Mich. Passenger car and truck tire changers, bead expanders and spreaders. Spark plug extension, hook-on tow cables. Fred May, pres.; C. D. Scarlett, sales mgr.; H. B. Orean, asst. sales mgr.

**McALEER MFG. CORP.,** 101 S. Waterman ave., Detroit 17, Mich. Automotive div. products: Automotive waxes, polishes, rubbing compounds and chemical specialties. Industrial div. products: Rubbing compounds, whirlwind ventilated buffs, buffing - polishing compounds; drawing compounds, coolants, floor polishes-waxes. C. H. McAleer, pres.; W. C. Dodd, vice-pres.; I. M. McAleer, secy.-treas.; Edw. Van Zandt, sales mgr., Indl. div.; Clayton Jones, chief chem.; R. E. Whalen, pur. agt.

**McCABE-POWERS AUTO BODY CO.,** 5900 N. Broadway, St. Louis 15, Mo. Truck bodies: line construction; truck bodies: service; truck bodies: cable splicers; aerial ladders: mechanical; aerial ladders: hydraulic; towers: hydraulic; derricks: pole, standard; derricks: pole, hydraulic; beam: hydraulic aerial; trailer: pole; trailer: cable reel; various items of accessory equipment. John J. Powers, pres. and treas.; Edward J. Powers jr., R. J. Sonderman, Brooke Daly, vice-presidents; A. Tasch, works mgr.; H. M. Bohn jr., asst. sales; Robert Bakula, chf. engr.; Frank Nowicki, pur. agt.; Roy Balogh, chf. engr. (devel.); M. Padfield, parts & access. mgr.; George Walsh, per. mgr.

**McCORD CORP.,** Riopelle at E. Grand blvd., Detroit 11, Mich. Gaskets, radiators, refrigeration and air conditioning, unit heaters, mechanical lubricators. W. G. Hancock, pres.; Dean Fields, vice-pres.; Arnold A. Appleford, secy.-treas.; R. W. Wilson, exec. engr.; W. E. Imhoff, vice-pres. repl. sales mgr.; W. T. Meredith, vice-pres., equip. sales mgr.; R. H. McGeorge, unit heater sales mgr.; L. M. Elliott, vice-pres and contr.; Edwin O. Bodkin, adv. and sales prom. mgr.; D. Pyke, pur. agt.; E. Walters, asst.

**McCREIGHT PRODUCTS, A. N.,** 8 S. Highland st., DuBois, Pa. Auto door covers, Protect-O-Door — transparent, necktie cases tie-vue, Volkswagen accessories; See-all mirrors, outside hood clamp type; non-mechanical auto cleaner, storage shelf for VW. Andrew North McCreight, pres.; Ann McCrea, secy-treas.; J. R. Clyde, works mgr.; Homer Edner, sales mgr.

**McCULLOCH MOTORS CORP.,** 6101 W. Century blvd., Los Angeles 45, Calif. Target aircraft engines, power chain saws, superchargers, pumps and earth drills. J. L. Hegener, chmn. of bd.; Robert P. McCulloch, pres.; John L. Ryde, vice-pres.; G. C. Robechaud, vice-pres. in chge. research; C. F. Breer, vice-pres. in chge. of sales; S. H. Egbert, exec. vice-pres.; C. D. Allis, gen. sales mgr.; J. J. Merlo, adv. mgr.; O. Duke serv. mgr.; J. Thompson, gen. mgr., Paxton Products (superchargers). **Adv. Agcy.** — Stromberger, LaVene, McKenzie, Los Angeles, Calif. Don McKenzie, acct. exec.

**McDONOUGH MFG. CO.,** 1500-1600 Galloway st., Eau Claire, Wis. Sterling drill grinder, Sterling tool and cutter grinder, McDonough vertical and horizontal hand resaws, McDonough medium and heavy duty band mills. John L. Kildahl, pres.-treas.; Fred R. Kildahl, vice-pres.-secy.; R. K. Detjen, works mgr.; P. E. Rohlfs, traf. mgr.; Amos Froseth, plant supt.

**McFALL CO., CAREY,** 2156 E. Dauphin, Philadelphia 25, Pa. Metal stampings and assemblies, painted steel and aluminum strip. Wm. Reukauf, pres.; Elizabeth Reukauf secy.; E. A. Clary, treas.; sales mgr.; Clement H. Stratman, vice-pres.; John J. DiIenna, works mgr.; Wm. Braun, chief engr.; Wm. Murphy, pur. agt. **Adv. Agcy.**—Shaw and Schreiber, Philadelphia.

**McFARLAND AWNING CORP.,** 742 S.W. 8th st., Miami 36, Fla. Umbrellas for car lots. Robert W. West, pres.; Jessie Lee McFarland, vice-pres. and treas.; L. Earl Curry, secy.

**McINERNEY SPRING & WIRE CO.,** 655 Godfrey ave., S. W., Grand Rapids 2, Mich. Automobile and truck cushion spring constructions, upholstered cushions, mechanical springs, wire and rod forms, tubular seat frames, adjustable seat frames, light metal stampings, clips and fasteners, automotive interior trim, convertible tops, door panels and sun visors. J. L. McInerney, chmn. of bd.; J. M. McInerney, pres.; W. K. McInerney, vice-pres.; M. L. Keller, vice-pres.; R. N. Alt, vice-pres.; G. R. Allen, sales mgr.; E. D. Tobin, secy.-treas.; Russell R. Thompson, exec. engr.; Wm. N. Ferguson, pur. agt.; R. N. Alt, adv. mgr. **Det. Rep.**—G. R. Allen, 911 Fisher bldg., Detroit 2, Mich. **Adv. Agt.**—Van Stee, Schmidt & Sefton, Grand Rapids, Mich.

**McKAY CO.,** 1005 Liberty ave., Pittsburgh 22, Pa. Tire chains and accessories. James C. McKay, chmn. of bd. and pres. T. J. McKay jr., vice-pres.; Dr. D. F. Heim, vice-pres.; F. A. Kaufman, vice-pres., sales and mfg. operations; R. S. Gordon, mgr. engrg. (McKees Rocks plant); John Lehr, pur. agt. **Adv. Agcy.**—Smith, Taylor and Jenkins, Pittsburgh, Pa. Jules Petrenca, acct. exec.

**McLOUTH STEEL CORP.,** 300 S. Livernois ave., Detroit 17, Mich. Hot and cold rolled stainless and carbon sheet and strip steel. M. A. Cudlip, pres. and treas.; Ivor Bryn, exec. vice-pres.; Louis E. Moultane, exec. vice-pres., sales and serv.; C. Thorne Murphy, vice-pres.; C. E. Riley, vice-pres., spec. prod. sales; Greyson D. Baldwin, secy.-contr.; John A. Doelle, asst. secy.-asst. treas.; Harry O. Tieman, asst. treas.

**McQUAY-NORRIS MFG. CO.,** 2320 Marconi ave., St. Louis 10, Mo. Piston rings, pistons, piston pins, pin bushings, expanders, set screws, lock rings, wet and dry cylinder sleeves, valves, valve guides, springs, keepers, bearings, shims, water pumps, parts, bolt and bushings, wheel suspension parts, under-chassis parts. A. J. Mummert, pres.; C. R. Wippern, exec. vice-pres. and dir. of sales; B. A. Yates, vice-pres., chge. of mfg.; R. F. Crom, vice-pres., chge. of Indianapolis div.; G. O. Stone, secy.-treas.; R. S. Heidenheim, mgr., replacement sales; J. C. Taschler, mgr., ind. sales; Noble Hale, mgr., adv. and sales prom.; R. E. Rippley, asst. mgr., replacement sales; N. D. Saunders, asst. adv. mgr.; J. V. Cassani, dir. mkt. res.; D. M. Crimmins, pur. agt.; W. C. Knoebel, chf. prod. engr.; G. E. Leutwiler, chf. serv. engr. **Industrial Sales Reps.**—J. F. Dindorf, 2544 N. 86th st., Wauwatosa, Wis.; H. D. Reading, 19195 Cooley st., Detroit, Mich.; Joseph Lawrence, 1127 Boland pl., Richmond Heights 17, Mo.; C. R. Hammer, 2443-17th st., Cuyahoga Falls, O. **Adv. Agcy.**—D'Arcy Adv. Co., St. Louis, Mo.

**MECHANICS UNIVERSAL JOINT DIV., Borg-Warner Corp.,** 2020 Harrison ave., Rockford, Ill. Universal joints and propeller shafts for automobiles, trucks, tractors, farm machinery, industrial machinery and airplanes. F. W. Rickard, pres. and gen. mgr.; W. E. Blanchard, vice-pres. in chge. of mfg.; R. A. Ramsay, sales mgr.; W. J. Simpson, factory sales mgr.; L. C. Lindvahl, serv. mgr.; Charles E. Cooney jr., chf. engr.; E. O. Van Dusen, pur. agt.; C. W. Mason, secy. and compt. **Det. Rep.**—H. D. Allee jr., 7-234 General Motors bldg. **Adv. Agcy.**—W. A. Pitschke, 626 Garfield ave., Rockford, Ill.

**MEIER BRASS & ALUMINUM CO.,** 1471 E. 9 Mile rd., Hazel Park, Mich. Aluminum, brass, bronze, copper, sheet, strip, rod, bar, tube, pipe, wire, extruded shapes, bearing bronze and tooling plate. Robert J. Meier, pres.; Louis Meier III, vice-pres.; Richard L. Meier, secy.; Don Hayward, sales mgr.; R. M. Beck, product mgr., aluminum; Marvin C. Hannenberg, pur. agt.

**M-E-L DIVISION, Ford Motor Co.,** 3000 Schaefer rd., Dearborn, Mich. Lincoln and Continental plant at Wixom, Mich.; Mercury assembly plants at Metuchen, N. J., St. Louis, Mo., Los Angeles and Wayne, Mich. Edsels made at Wayne, Mich., Mercury plant and at certain Ford Division plants. Mercury station wagon body plant at Wayne, Mich. Continental, Lincoln, Mercury, and Edsel cars and sales of imported Ford products. James J. Nance, vice-pres., Ford Motor Co. and gen. mgr. of M-E-L Div.; Ben D. Mills, vice-pres., Ford Motor Co. and asst. gen. mgr. M-E-L; D. J. Bracken, gen. mfg. mgr.; J. E. Bayne, Lincoln and Mercury gen. sales mgr.; N. K. VanDerzee, Edsel gen. sales mgr.; J. E. Judge, product planning mgr.; H. C. MacDonald, chf. engr.; C. S. Brown, gen. pur. agt.; G. L. Walker, indl. rel. mgr.; S. M. Vass, divl. contr.; J. Bennett, Planning and Analysis Dept. mgr.; E. S. Hughes, Mktg. Research Dept. mgr.; G. D. Latimer, Divl. Programming Dept. mgr.; D. F. Allison, product program timing mgr.; T. T. Adams, Organization Dept. mgr.; W. A. Maharry, pub. rel. mgr.; T. H. Holden, dir. rep. and rel. mgr.; C. E. Bowie, asst. gen. sales mgr., Lincoln and Mercury; R. A. Hulce, asst. gen. pur. agt.; H. L. Misch, asst. chf. engr.; J. B. Howard, plant op. mgr.; R. Miller, production programming mgr.; G. O. Keutgen, production engrg. mgr.; S. A. Cornell, analysis and admn. mgr.; P. C. Johnson, Quality Control Dept. mgr.; R. J. Swatosh, pur. agt. stampings; S. M. Sheridan, pur. agt. machined parts; H. F. Roberts, pur. agt. trim; J. L. Trudell, pur. agt. ser. accessories and glass; W. E. Barnes, procurement planning mgr.; C. M. Bowen, pur. analysis mgr.; C. W. Barkdull, admn. dept. mgr.; L. T. Kouns, field sales mgr., Edsel; George S. Coats, field sales mgr., Lincoln-Mercury; E. A. Erickson, parts and ser. mgr., M-E-L; E. D. Longenecker, mgr. ntl. ser. dept., M-E-L; R. J. Fisher, Mercury car mktg. mgr.; Leo C. Beebe, Edsel car mktg. mgr.; H. L. Swan, adv. mgr. (Mercury); B. E. Miller, adv. mgr. (Lincoln); E. E. Fox, adv. mgr. (Edsel).

**MERIX CHEMICAL CO.,** 1021 E. 55th st., Chicago 15, Ill. Anti-static for nylon fabrics and plastic parts, cleaner "Wipe" for plastics, "Super Chrome-Sheen," anti-fog for windshields, anti-freeze for windshields, de-staticizer/cleaner for seatcovers. Eric O. Sonneman, gen. mgr., sales mgr.; Kurt Sonnemann, adv. mgr.; E. Arshack, pur. agt.

**MERLITE INDUSTRIES,** 114 East 32nd st., New York 16, N. Y. Presto "C.B." fire extinguisher. Lewis Wessel, pres.; Alvin Meyer, secy.-treas.; James Brucks, vice-pres.; Edward Finkelstein, sales mgr. **Adv. Agcy.**—Harry Schneiderman, Co., Chicago, Ill.

**METAL ARTS CO., INC.,** 742 Portland ave., Rochester 21, N. Y. Name plates, advertising specialties, service and safety awards. Charles Jack, pres.; Russell Jack, vice-pres.; John L. Jack, treas.; Robert L. Jack, plant super.; Charles W. Jack, sales mgr.-secy.; James A. Palmer, pur. agt. **Adv. Agcy.**—Claude Lewis Advertising Agency, Rochester, N. Y.

**METAL AND THERMIT CORP.,** Rahway, N. J. Chromium plating processes and equipment, protective coatings and finishes, welding supplies and equipment. H. E. Martin, pres.; H. D. McLeese, vice-pres.; J. A. Williams, adv. mgr.; G. Lederer, pur. agt. **Adv. Agcy.**—Marsteller, Rickard, Gebhardt and Reed, New York, N. Y. S. Wildfeir, asst. exec. —RAF Advertising, Newark, N. J. R. Fibelkorn, acct. exec.

**METALLURGICAL PRODUCTS DEPT., General Electric Co.,** 11177 E. Eight Mile rd., Detroit 32, Mich. Cemented carbides, tools, dies, masonry drills, wear parts, coal mining tools, Alnico permanent magnets, series 600 chrome carbides, hevimet thermistors, thyrite varistors, vacuum melted metals. K. R. Beardslee, gen. mgr.; G. M. Hartley, mgr. (marketing); H. W. Arnold, mgr. (product planning); P. J. Jensen, mgr. (manufacturing); E. A. Turner, mgr. (finance); R. F. Parker, mgr. (cutting tool sales); J. W. Mason, mgr. (adv. and sales prom.). **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Inc., Detroit. H. M. Millar, acct. exec.

**METROPOLITAN, American Motors Corp.,** 14250 Plymouth rd., Detroit 32, Mich. (See AMERICAN MOTORS CORP. listing).

**MEYER PRODUCTS, INC.,** 3599 East 82nd st., Cleveland 5, O. Snow plows for jeeps, trucks, tractors, and others, electrolifts. D. T. Meyer, pres.; E. T. Meyer, vice-pres., gen. mgr.; W. W. King sales mgr. **Adv. Agcy.** — Jayme Organization, Cleveland, O. Ed Young, acct. exec.

**MEYERCORD CO., THE,** 5323 W. Lake, Chicago 44, Ill. Decalcomania. L. H. Knopf, pres.; H. C. Castle, exec. vice-pres.; J. E. Sheehan, secy. and asst. treas.; A. O. Johnson, treas.; Ralph Royer, adv. mgr. **Adv. Agcy.**—John D. Morgan, Inc., Chicago, Ill. John Morgan, acct. exec.

**MICHIGAN ACCOUNTING & TAX SERVICE,** 1515 Ford bldg., Detroit 26, Mich. Accounting and tax service for dealers, preparation of monthly financial statements, guides for analyzing results of departments, and tax returns. **Det. Rep.**—Thomas J. Griffin, 1515 Ford bldg., Detroit 26, Mich.

**MICHIGAN AUTOMOTIVE CORP.,** 2832 East Grand blvd., Detroit 11, Mich. Glass scratch remover kit, engineered automotive service products. Leland C. Scheel, pres., treas.; Raymond L. Dick, secy. **Mfrs. Agent** — Automotive Bear Mfg. Co., Doyle Vacuum Cleaner Co.

**MICHIGAN OVEN CO.,** 415 Brainard, Detroit 1, Mich. Industrial ovens. A. C. Towne jr., pres.; B. C. Smith, secy.; E. C. Herrington, vice-pres., treas.; LeRoy Gill, sales and adv. mgr.; R. E. Virich, pur. agt. **Det. Rep.** — R. W. Proctor,, 415 Brainard. **Adv. Agcy.**—Holden, Chapin, LaRue, Detroit, Mich. Robert LaRue, acct. exec.

**MICHIGAN PLATING AND STAMPING CO.,** 740 Ann st., N. W., Grand Rapids 2, Mich. Bumpers and bumper brackets. C. A. Woodhouse, pres.; S. W. Judd, vice-pres. and secy.; V. L. Green, vice-pres. and treas.; J. DeVries, chief engr.; L. Esch, pur. agt.

(Continued)

# Who's Who in the Auto Industry

(Continued)

**MICHIGAN SEAMLESS TUBE CO.,** South Lyon, Mich. Cold drawn seamless steel tubing. Wm. A. McHattie, pres.; Robert S. Waugh, secy.; L. L. Walker, vice-pres. and treas.; Walter B. Baisch, vice-pres. in chge. of operations; L. E. Robinson, chief engr.; Wm. G. Troy, pur. agt. **Det. Rep.**—L. P. Andrews, 701 Stephenson bldg., Detroit 2, Mich.

**MICHIGAN STEEL TUBE PRODUCTS DIV. of The Standard Tube Co.,** 24400 Plymouth rd., Detroit 39, Mich. Electric resistance welded steel tube, fabricate tubing for following articles: automobile exhaust pipes, mufflers, tail pipes, propeller shafts, steering jackets, gas and oil filter neck pipes. Stanley L. Willis, pres. and gen. mgr.; Leland M. Hogan, vice.-pres. chge. sales; Fred W. Sexauer, sales mgr.; Martin Deane, mech. engr.; Paul J. Buissono, pur. agt. **Det. Rep.**—Fred W. Sexauer, 24400 Plymouth rd., Detroit 39, Mich. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., Detroit, Mich.

**MICHIGAN TOOL CO.,** 7171 E. McNichols rd., Detroit 12, Mich. Gear shaving machines, lapping machines, shaving cutters, hobbing machines, checking machines, shaper cutters, shear-speed gear shapers, gear hobs, milling cutters, roto-flo spline rollers. O. L. Bard, chmn.; M. R. Anderson, pres.; A. D. Moncrieff, vice-presidents; E. G. Sautter, treas.; P. F. Zerkle, sales mgr.; C. E. Scott, plant mgr.; R. S. Hildreth, chf. engr.; J. Plumb, pur. agt.; Harold S. Atherton, adv. mgr. **Adv. Agcy.**—Denham & Co., Detroit, Mich.

**MICH-I-PENN OIL & GREASE CO.,** 6135 Linsdale ave., Detroit 4, Mich. Motor oils and greases. Earl H. Bohnsack, pres., sales mgr.; Edward A. Myers, vice-pres.; John F. McCleod, secy., gen. mgr.; Carl T. Cleven, treas.

**MICROMATIC HONE CORP.,** 8100 Schoolcraft ave., Detroit 38, Mich. Honing machines, tools, fixtures and parts; abrasives. Kirke W. Connor, bd. chmn.; Don S. Connor, pres. and gen. mgr.; W. H. Harris jr., exec. vice-pres. and asst. gen. mgr.; W. J. Pinkerton, adm. vice-pres.; Gerald Carlisle, treas. and secy.; D. Peden, vice-pres., research and dev.; A. Kowalski, factory mgr.; J. Greening, chf. eng.; F. B. Weber, sales mgr.; M. P. Ellis, dir. adv. & sales prom.; D. L. Richards, pur. agt. **Adv. Agcy.**—Gray & Kilgore, Detroit.

**MIDLAND-ROSS CORP.,** 2000 Illuminating bldg., 55 Public Square, Cleveland 13, O. Air and vacuum brakes, power controls, air compressors. Passenger car, truck and bus frames. Design, fabrication, and installation of complete painting systems for automobile industry. W. A. McKinley, chmn. of the bd.; Wade N. Harris, pres.; W. E. Hornig, treas.; C. W. Elliott, vice-pres., ind. and pub. rel. **Det. Div.**—6660 Mt. Elliott ave., Detroit 11. W. C. MacFarlane jr., vice-pres., gen. mgr.; E. C. Lang, sls. mgr.; I. R. Dedow, dir. of pur.

**MID STATES WELDER MANUFACTURING CO.,** 6025 S. Ashland ave., Chicago 36, Ill. Transformer type AC arcwelders, transformer type DC rectifier arcwelders, portable spotwelders — hyfrequency arc stabilizers. W. W. Jetter, pres., gen. mgr. V. O. Carlson, chief engr.; H. J. Cleys, secy.-treas.; George Cross, works mgr.; O. E. Fenske, sales mgr. **Adv. Agcy.**—Schnell & Associates, Chicago, Ill.

**MID WEST BODY & MFG. DIV.,** Paris, Ill. Farm truck bodies, stake bodies, van panel bodies, automotive stampings and dimensional lumber. E. S. Grumbache, gen. mgr.; G. B. Harvey and S. C. Japinga, works mgrs.; S. Q. Larsen, chief engr.; C. E. Ashley, sales mgr.; C. H. Labounty, pur. agt. **Adv. Agcy.**—Biddle & Company, Bloomington, Ill. John Reinhard, acct. exec.

**MIDWEST GENERAL CORP.,** 440 E. Jefferson ave., Detroit 26, Mich. Rubber carpet for automobiles, rubber cement, windshield washers and windshield washer solvent, bug deflectors, hood ornaments, wool polishing discs. S. B. Livingstone, pres.; Grant Armstrong, vice-pres.; F. E. Lester, secy. and treas.; Thomas L. Hibbard, chief engr.; Edward Davidson, pub. rel. mgr. **Adv. Agcy.**—Claude E. Whipple, Detroit, Mich. Edward Davidson, acct. exec.

**MIDWEST PRODUCTS & MFG. CO.,** 33275 Groesbeck hwy., Fraser, Mich. Metal stampings, painting, enameling and assembly, including spot and arc welding and riveting. Benjamen Virga, pres.; Anthony Lombardi, vice-pres.; Peter Sergolin, secy. and works mgr.; Edwin C. Hindelang, treas; James L. MacFarland., gen. mgr.; Arthur Thibodeau, asst. works mgr.

**MILESMASTER, INC. OF AMERICA,** 6 N. Michigan, suite 703, Chicago 2, Ill. Fuel pressure regulator. E. V. Trainor, pres.; E. A. Glaeser, vice-pres.; Tully Trainor, secy.-treas., pur. agt.; Ray Schwietzer, works mgr.; John R. Dotts, sls. prom. mgr. **Det. Rep.**—Bill Baird, Lannin Sales Co., 2300 S. Michigan ave., Chicago, Ill. **Adv. Agcy.**—Paul J. Steffen Adv. Agency, Chicago, Ill.

**MILEY CO., INC., L. J.,** 18 S. Sangamon st., Chicago 7, Ill. Brake lining, brake shoes. E. G. Jacobs, pres.; Myrle H. Miley, chmn. of bd.; Walter Sommers, secy.; Henry Nolte, pur. agt.

**MILFORD CRANE & MACHINE CO., INC.,** 143 Buckingham ave., Milford, Conn. Milford dual service truck with dual front axle, two-way cab and special frame, designed to carry a crane and a load. Made in two sizes: 33,000 G.V.W. and 48,000 G.V.W. J. W. Wunsch, pres.; Donald J. Moffat, vice-pres. and gen. mgr.; Samuel Wunsch, secy. and treas.; E. Jacoby, adv. and sales prom. mgr. **Adv. Agcy.**—Richard & Gunther, 15 W. 46 st., New York, N. Y.

**MILLER MFG. CO.,** Sales Off., 17640 Grand River, Detroit 27, Mich. Mfg. plant, Rockhill rd., Alliance, O. Special service tools and equipment, car-top luggage carriers. J. W. McDougal, pres. and gen. mgr.; E. J. Wright, vice-pres. and sales mgr.; W. J. Griffin, secy.; K. W. Foust, treas.; L. W. Van Kempen, export sales mgr.; R. Huston, chf. engr.; George Clayton, pur. agt. **Adv. Agcy.**—Frederick L. Lawrence, Fox Theatre bldg., Detroit, Mich.

**MILLER-METEOR MOTOR CAR DIV., Divco-Wayne Corp.,** Bellefontaine, O.; Funeral coaches and ambulances; F. W. Hall, pres.; R. V. Allen, div. mgr.; L. L. Robb, sales vice-pres.; A. L. Rettig and R. Rossiter, asst. sales mgrs.; D. F. Starr, pub. rel. and adv.; A. H. Walker, chief engr.; N. Augustine, prod. contr. mgr.; J. Loehr, purch. agt. **Adv. Agcy.**—Ruben Advertising Agency, 966 N. Meridian st., Indianapolis, Ind.

**MILWAUKEE ELECTRIC TOOL CORP.,** 5316 W. State st., Milwaukee 8, Wis. Portable electric tools. A. F. Siebert, pres.; L. H. Erickson, vice-pres. and works mgr.; R. L. Siebert, gen. mgr., secy.-treas.; G. Heaston, sales mgr.; A. A. Meyers, adv. mgr.; A. Bucholz, serv., parts and prod. mgr.; E. W. Ristow, chief engr.; Louis Fix, pur. agt. **Det. Rep.**—F. Freeman, 1627 W. Fort st., Detroit, Mich. **Adv. Agcy.** — Paulson-Gerlach Assoc., Inc., Milwaukee, Wis. Earl Swanson, acct. exec.

**MINIT-MAN, INC.,** 501 East Ten Mile rd., Royal Oak, Mich. Minit-Man automatic car washers. Leo J. Rousseau, pres. and gen. mgr.; E. J. Rousseau, secy.; R. J. Rousseau, treas. **Adv. Agcy.**—Active Associates, Detroit, Mich. E. E. Cloutier, acct. exec.

**MINNESOTA AUTOMOTIVE INC.,** 1101 N. Front st., Mankato, Minn. Mico power brake cylinder, brake lock, No Creep, roll stop, front brake control, No Stuk. I. B. Chandler, vice-pres., plant mgr.; G. J. McGrath, gen. sales mgr. **Det. Rep.**—F. Lynch, 21630 Northwestern hwy., Detroit, Mich. **Adv. Agcy.**—Wm. L. Baxter, Advertising, 24 S. Sixth st., Minneapolis, Minn. Wm. L. Baxter, acct. exec.

**MINNESOTA MINING & MFG. CO.,** 900 Fauquier ave., St. Paul 6, Minn. Industrial coated abrasives; flint and emery coated abrasives; masking, electrical and other industrial pressure-sensitive tapes; adhesives; rubberized protective coating; masking paper; apron taper; fiber packing; reflective sheeting; pigments. William L. McKnight, chmn. of bd.; A. G. Bush, chmn. exec. comm.; H. P. Buetow, pres.; L. A. Hatch, vice-pres. and coordinator res. and new prod. dev.; G. H. Halpin, exec. vice-pres. for sales; L. F. Weyand, (tape and adhesive div.), Bert S. Cross (Scotchlite), Joseph C. Duke (coated abrasives and related prod.); Arthur E. Eggert (pub. rel.); C. P. Pesek, (engrg.), (prod.), vice-presidents; Charles O. Moorsbrugger; adv. dir.; B. B. Countryman, pur. dir.; Lyle H. Fisher (pers. admn.); Frank O'Neill, traf. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Minneapolis, Minn. R. C. Lamb, acct. exec., MacManus, John and Adams, Bloomfield Hills, Mich. W. E. Everson, R. L. Garrison, acct. execs.

**MINNESOTA MINING and MFG. CO., Adhesives and Coatings Div.,** 411 Piquette, Detroit 2, Mich. Adhesives: trim, upholstery, weatherstrip; coatings: protective, sound deadening, underbody; sealers: extruded, bulk, windshield, caulking compounds. Herbert P. Buetow, pres.; Louis F. Weyand, exec. vice-pres.; Charles W. Walton, gen. mgr.; Charles A. Kelley, sales mgr.; Richard P. Shelley, automotive sales mgr.; Geo. W. Crain, adv. coordinator; F. W. Fischer, pur. agt.; F. C. Wilcox, traf. mgr. **Adv. Agcy.**—MacManus, John and Adams, Bloomfield Hills, Mich. Milner Thom, acct. exec.

**MIRO-FLEX CO., INC.,** 1824 E. 2nd st., Wichita 7, Kans. Reflector flares, stop and tail lamps, rear vision mirrors, directional lamps, clearance lamps, spot reflectors. H. N. Carver, pres., gen. mgr.; C. A. Clarke, vice-pres., sales, adv. and sales prom. mgr.; George T. Harkins, secy. and chief engr.; E. V. Hadley, treas.; D. D. Fleming, works mgr. **Det. Rep.**—The George Lubin Sales Co., 19176 St. Marys, Detroit 35, Mich. **Adv. Agcy.**—Associated Advertising Agency, Wichita, Kans. Preston Huston, acct. exec.

**MIRROR BRIGHT POLISH CO.,** 365 N. Altadena dr., Pasadena, Calif. Automobile polish. Maurice W. Meguiar, partner-sales; Malcolm F. Meguiar, partner-personnel; Kenneth D. Meguiar, partner-production. **Det. Rep.**—Mirror Glaze Distributors of Mich., P. O. Box 423, Royal Oak, Mich. **Adv. Agcy.**—Edwards Agency, Los Angeles, Calif.

**MITCHELL, JOHN E., CO.,** 3800 Commerce st., Dallas 21, Tex. Mark IV Automotive air conditioners. John E. Mitchell jr., pres.; Orville Mitchell, vice-pres.; Donald F. Mitchell, vice-pres., sales and adv. mgr.; G. R. Hollingsworth, secy., gen. mgr.; Orville Mitchell jr., treas.; Richard L. Roden, works mgr.; Edd Huff, serv. mgr.; R. V. Anderson, chief engr. **Det. Rep.**—Lester D. Moss, 18450 Livernois ave., Detroit 21, Mich. **Adv. Agcy.** — Taylor-Norsworthy, Inc., Dallas, Tex. Melville M. Mercer, acct. exec.

**MITCHELL-BENTLEY CORP., THE,** Ionia, Mich. Plant No. 1: Ionia Mfg. Co., Ionia, Mich. Estate wagon bodies, automotive trim, automotive bodies, transportation seating, public seating, industrial canvas sewing. Plant No. 2: Owosso Mfg. Co., Owosso, Mich. Automotive trim, public seating, transportation seating. Don R. Mitchell, pres., gen. mgr.; Calvin P. Bentley, chmn. of bd.; Wm. F. Mitchell, exec. vice-pres.; H. Kirk White, vice-pres.; Arthur E. Brown, secy. and treas.; James Chapman, pub. rel. mgr.; James H. Dignan, gen. sales mgr.; Harvey P. Claus, dir. of pur.; George Macfarlane, exec. chief engr. **Adv. Agcy.**—Brindley-Roth, Inc., Detroit, Mich. R. Benton Brindley, acct. exec.

**MOBAY CHEMICAL CO.,** 1901 S. 2nd st., St. Louis 4, Mo. Isocyanates and polyester resins used in the manufacture of flexible and rigid urethane foams, elastomers, surface coatings and adhesives. David L. Eynon jr., pres.; A. M. Gamaasmer, vice-pres.; John A. McNiff, secy.; G. R. Crews, treas.; Donald J. Miller (plant) mgr.; J. D. Mahoney, sales mgr.; D. P. Shedd, sales dev.; M. G. Snyder, adv. mgr.; R. C. Burck, prod. devl. mgr.; Herman N. Woebcke, chief engr.; Carl C. Svoboda, pur. agt.; M. H. White, pur. dir.; P. A. Harmon, traf. mgr. **Det. Rep.**—Philip J. Lowry, 2346 Grand ave., Cuyahoga Falls, O. **Adv. Agcy.**—Smith, Taylor & Jenkins, Inc., Pittsburgh, Pa. William C. Sutherland, acct. exec.

**MOBIL-AIRE MFG. CO.,** P. O. Box 122, Denison, Tex. Under dash auto air conditioner, WethR-matic trunk type auto air conditioner. Bruce A. Tankel, managing partner; Melvin W. Jackson, partner; Paul Hunt, salesman; Wayne R. McVay, supt. **Adv. Agcy.**—Couchman Advertising Co., Dallas, Tex. Mitch Lewis, acct. exec.

**MOBILE DRILLING, INC.,** 960 N. Pennsylvania st., Indianapolis 4, Ind. Auger, diamond core, general soil testing equipment and utility hole drilling equipment for contractors, sand and gravel exploration, highway and bridge foundation design, mineral exploration, etc. All drilling units furnished for or with independent power plant or vehicle P.T.O. George E. Dickinson, pres.; Irene Gray, office mgr.; James B. Stokes, sales mgr.; Donald R. Hale, pur. agt.; James Pringle, prod. mgr. **Adv. Agcy.** — LaGrange & Garrison, 30 E. Georgia st., Indianapolis, Ind.

**MOC PRODUCTS CO., INC.,** 6812 San Fernando rd., Glendale 1, Calif. Motor oil conditioner, gum and varnish remover, transmission oil, gasoline additive. Robert F. Crust, pres.; Harold E. Moody, secy.; William B. Crust, vice-pres., treas.; Ludwig A. Kubasak, vice-pres., secy.; Helen J. Becker, secy., bookkeeper. **Adv. Agcy.**—Shackelford Advertising Agency, Glendale, Calif.

**MOCAR PRODUCTS CO.,** 7636 S. Telegraph rd.; P. O. Box 6037, Dearborn, Mich. Material handling hooks, carriers, sheet metal and light structural fabrications. Walker C. Morrow, pres., mgr.

**MODERN ACCESSORIES CO.,** 1526 Scott blvd., Covington, Ky. Arm rest covers, kick pads and safety belts, litterbags, spare tire covers. Walter Broker, prop. **Adv. Agcy.**—S. C. Baer Co., Times-Star Tower, Cincinnati, O.

**MODERN AUTO LEASING CORP.,** 1330 Belmont ave., Philadelphia 4, Pa. Car and truck leasing. David T. Robinson, pres.; Paul M. Minnich, vice-pres., gen. mgr.

**MODERN DISPLAYS, INC.,** 7338 Woodward ave., Detroit 2, Mich. Automotive promotion programs: creative, production, shipping. Direct Mail, new car announcement, used car and service campaigns. 3rd dimensional point-of-purchase sales promotion. R. D. Van Houten, pres.; P. W. Ruopp, vice-pres. and gen. mgr.; B. J. Curran, man. dir. and secy.; J. F. Jackson, pur. agt.; K. R. Randall, creative designer; G. G. Winter, editorial chf.; R. M. MacDonald, acct. exec.

**MODERN MACHINE TOOL CO.,** 2005 Losey ave., Jackson, Mich. Cutting-off machines for tubing, rod and pipe; safety drill tables. W. G. Walker, pres.; H. G. Walker, vice-pres.; B. H. Walker, secy.-treas.

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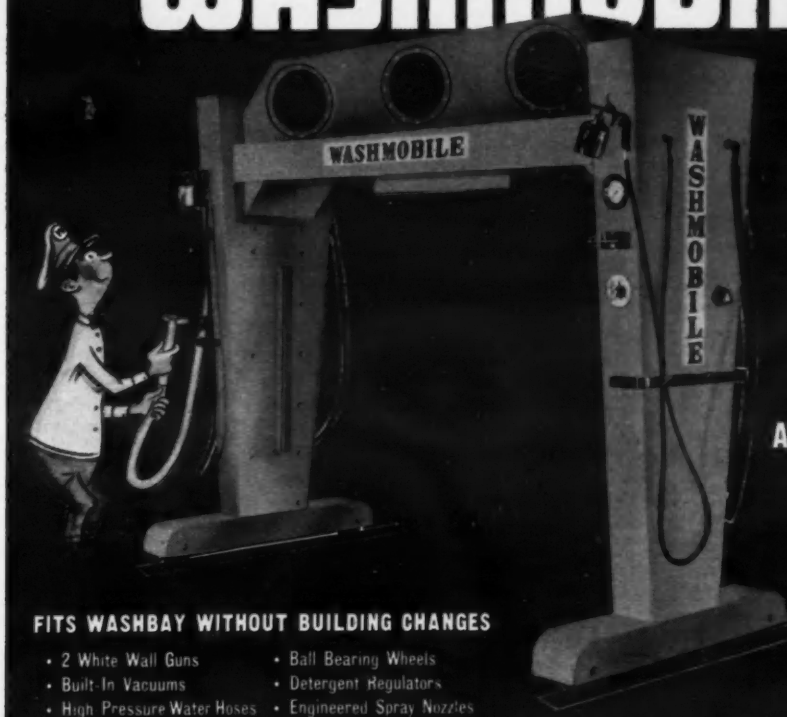


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# Who's Who in the Auto Industry

(Continued)

**MODINE MFG. CO.,** Racine, Wis. Engine cooling radiators, oil coolers, heat exchangers, aftercoolers, unit heaters, convector radiators, air conditioners. A. B. Modine, chmn. of bd.; C. T. Perkins, pres.; G. H. Jackson, vice-pres. in chge. of mfg.; C. C. Wilson, vice-pres. in chge. of sales; A. G. Dixon, exec. vice-pres.; E. G. Rutherford, secy.-treas.; W. J. Burke, mrkt. planning mgr.; H. Thoen, east. auto. sales mgr.; N. H. Miller, west. auto. sales mgr.; D. W. Smith, Detroit, auto. sales dist. mgr.; M. J. Druse, dir. adv. and pub. rel.; A. L. Junion, serv. mgr.; T. B. Anderson, pur. agt.; R. C. Verhaeghe, chief engr., automotive div.

**MOHASCO INDUSTRIES, INC.,** Amsterdam, N. Y. Divisions: Mohawk Carpet Mills and Alexander Smith Co. Manufacturers of woven and tufted rugs and carpets; automotive carpets. Herbert L. Shuttleworth II, pres.; W. T. Windle, treas.; G. G. Koller, direct sales mgr. **Det. Rep.**—NAFI, 19925 Hoover ave., Detroit, Mich.

**MOHAWK RUBBER CO.,** 1235 Second ave., Akron 5, O. Passenger and truck tires, tread rubber, repair materials. R. E. Bloch, chmn. of bd.; H. M. Fawcett, pres., gen. mgr.; C. E. Sauvain, vice-pres.; W. T. Ernst, secy., treas.; T. C. Johnson, sales mgr.; W. F. Irvin, adv. mgr.; R. Brinkley, serv. mgr.; W. M. Nonnamaker, chief engr.; J. R. Brock, pur. agt.; C. Baker, traf. mgr. **Adv. Agcy.**—Carr-Liggett, Cleveland, O. E. J. Howe, acct. exec.

**MOLD-CRAFT, INC.,** 100 Lake st., Port Washington, Wis. Rubber compound display products, custom-made point-of-sale pieces. A. C. Krueger, pres.; Thomas L. Donley vice-pres., gen. mgr.; Robert O'-Halloran, secy.-treas.; Clarence Porath, pur. agt. and traf. mgr.

**MOLINE TOOL CO.,** 102 20th st., Moline, Ill. Multiple spindle straight line and universal joint drilling and tapping machines; multiple and single spindle cylinder boring machines, multiple and single spindle honing machines and hones; special milling equipment; horizontal way type drilling, boring, reaming and tapping machines; special machines in general for drilling, boring, tapping and honing. C. R. Rosborough, pres. and gen. mgr.; O. R. Reller, vice-pres.; W. C. Rosborough, asst. gen. mgr., vice-pres., treas.; J. B. Rosborough, vice-pres.; J. R. Rosborough, secy. and gen. counsel; Doris H. Eckstrom, asst. secy.; R. G. Martensen, pur. agt.; C. E. Parkhurst, chief engr.; R. H. Bergstrand, chief design engr. **Det. Rep.**—Motch & Merryweather Machinery Co., 23520 Woodward ave., Ferndale 20, Mich. **Adv. Agcy.**—Ross Llewellyn, Inc., Chicago, Ill.

**MOLY MOTOR PRODUCTS CORP.,** 314 Scholes st., Brooklyn 6, N. Y. Grease concentrate and motor oil additive for passenger cars and trucks. George J. Seedman, pres.; S. Fox, secy. and treas.

**MONARCH GOVERNOR CO.,** 2800 Tyler rd., Willow Run, Mich. Engine governors, automobile accessories, small die castings, stampings and assemblies. J. W. Anderson jr., pres. and gen. mgr.; S. W. Anderson, vice-pres.; A. S. Anderson, secy.-treas.

**MONARCH RUBBER CO.,** 100 Lincoln Park, Hartville, O. Molded mechanical rubber goods including weatherstrips, pads, rubber to metal parts, etc., solid and cushion press-on industrial tires, cured-on industrial tires. R. M. Fawcett, pres.; R. J. Himmelright jr., vice-pres.; R. F. Simpson, vice-pres., works mgr.; H. K. Ashley, treas. and pur. agt.; R. E. Schreiber, sales mgr.; W. H. Filter, J. W. Cross, reg. sales mgrs.; E. F. Kinsley, serv. mgr.; Herman S. Church, chief engr.; J. Yoder, traf. mgr.; R. I. Smith, plant supt. **Det. Branch Off.:** Wm. Crittenden, Arthur Dodge, P. J. Dunn, 7-255 General Motors bldg. **Adv. Agcy.** — Penn and Hamaker, Bedford, O. L. S. Hamaker jr. and Edwin Penn, acct. execs.

**MONDAK PRODUCTS CO., INC.,** 5758 W. Armitage ave., Chicago 39, Ill. Automobile booster equipment. Robert Peterson, pres.; Charles Scharf, secy.-treas.; Byron Towle, vice-pres. **Det. Rep.** — F. W. Hammond, P. O. Box 458, Ann Arbor, Mich.

**MONROE AUTO EQUIPMENT CO.,** E. First st., Monroe, Mich. Hydraulic shock absorbers, hydraulic easy-riding seats for tractors, trucks and military vehicles; sway bars; torsion bars, hydraulic lifts; molded rubber products, direct acting hydraulic power steering. Brouwer D. McIntyre, pres.; Wm. D. McIntyre, exec. vice-pres. and gen. mgr.; C. S. McIntyre, exec. vice-pres., chge. of sales and secy.; George M. Streicher, asst. to pres., works mgr.; J. E. Bickel, vice-pres. in chge. of merch.; Walter Nash, sales mgr., shock absorber div.; A. A. Ballantyne, adv. and sales prom. mgr.; C. J. Smith, vice-pres., chief engr.; G. J. Henrich, vice-pres. and pur. dir. **Adv. Agcy.** — The Aitkin-Kynett Co., 1400 S. Penn Sq., Philadelphia, Pa.

**MONROE STANDARD, INC.,** 217-220 Wyandot bldg., Galion, O. Low air pressure warning signals, low vacuum warning signals (either with mechanical arm, or with red light), moisture ejectors for clean dry air and circuit switches to disconnect generator and battery, suspended vacuum switches, safe-angle indicators for dump bodies. E. P. Monroe jr., pres.; C. S. Schuler, gen. mgr.

**MONSANTO CHEMICAL CO., (Plastics div.)** Springfield 2, Mass. Vinyl butyral film, styrene compound and resin, vinyl chloride resin and film, melamine surface coating resins, urea, phenolic, melamine and resorcinol resins, polyethylene compound, styrene monomer acrylonitrile. R. K. Mueller, gen. mgr.; J. C. Garrels, H. K. Eckert, asst. gen. mgrs.; R. C. Evans, dir. of mktg.; E. L. Hobson, dir. of sales, plastic products; R. T. Clark, dir. of sales, raw materials; C. L. Jones, dir. of sales, resin products; E. D. Kennedy, adv. and sales prom. mgr.; F. W. Meuschke, G. Gross, asst. adv. and sales prom. mgrs.; J. B. Miller, mgr., automotive sales; H. W. Mohrman, dir. of research; R. G. Fordyce, dir. of product dev. and tech. serv.; C. E. Pfeifer, dir. of mfg.; J. P. Skehan, dir. of field oprns. **Adv. Agcy.**—Needham, Louis & Brorby, New York, N. Y. John Brooks, acct. exec.

**MONTPELIER MFG. CO.,** Montpelier, O. Motor vehicle conversions, urban panel and house-to-house delivery bodies. H. A. Schwartz, pres.; M. H. Schwartz, vice-pres.; G. L. Hill, vice-pres.; John C. Rundell, sales mgr.; R. C. Kunkle, asst. sales mgr.; Kenneth Harman, chief engr.; Robert Treer, pur. agt.; Glen O. Morris, works mgr.

**MOOG INDUSTRIES, INC.,** 6565 Wells, St. Louis 14, Mo. Leaf springs, piston rings, coil action parts, coil springs, shock absorbers and related parts. H. P. Moog, chmn. of bd.; H. C. Moog, pres.; B. Mellitz, vice-pres.-legal counsel; J. B. Bushyhead, vice-pres., sales; A. M. Goetz, secy.-treas.; C. L. Cadwell, asst. secy.; Wm. Scheublein, chief engr.; John Wehrheim, catalog mgr.; E. C. Gieseking, pur. agt.; Philip F. Trembot, spec. sales mgr.; Claude L. Suttles, sls. mgr.; Mel Meyer, traf. mgr. **Det. Rep.**—A. Gregory, 13333 Callender st. **Adv. Agcy.** —Winius-Brandon Co., 1706 Olive st., St. Louis, Mo.

**MOORE & CO., SAMUEL,** Main and Orchard, Mantua, O. Caulks, sealers, adhesives, rubber matting, rubber step plates, plastic coated tubing. Samuel D. Moore, pres.; Frank H. Olton, vice-pres.; King E. Fauver, secy.; Arthur B. Briggs, treas.; Bradford Burnham, sales mgr.; R. E. Brumbach, chief engr.; Robert Thomas, pub. rel. mgr. **Adv. Agcy.**—Palm & Patterson.

**MOORE BUSINESS FORMS, INC.,** 900 Buffalo ave., Niagara Falls, N. Y. Registers and register forms, W-2 forms, payroll and repair order forms, statements, receipt books, gas and oil sales book forms, ledger cards. W. L. Eggert, vice-pres. and gen. mgr.; E. N. Vanstone, compt.; D. W. Barr, gen. sales mgr.; J. Vernal, gen. prod. mgr.; Melvin Wahl, adv. and sales prom. mgr. **Det. Rep.**—G. E. Touchton, 15851 W. 7 Mile rd. **Adv. Agcy.**—N. W. Ayer & Son, New York, N. Y.

**MORAINE PRODUCTS DIV., General Motors Corp.,** 1420 Wisconsin blvd., Dayton 1, O. Hydraulic brake controls, brake assemblies, hydraulic brake fluids, engine bearings, powder metal products, friction plates for automatic transmissions, metallic filter media, rolled bronze products. C. J. Werner, gen. mgr.; N. L. Gebhart, mfg. mgr.; J. R. Lakin, gen. sales mgr. and adv. mgr.; F. J. Markey, sales mgr. auto assemblies; C. T. Sillin, serv. sales mgr.; H. D. Glass, sales mgr., friction materials; E. S. Moyer, chief engr.; A. R. Shaw, asst. chief engr.; Paul Boorom, dir. of pur.; J. O. Faris, traf. mgr.; R. R. Rogers, compt.; W. E. Taylor, pub. rel. mgr. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. M. C. Miller, acct. exec.

**MORCO, INC.,** 22201 Aurora rd., Bedford, O. Reconditioning crankshafts. F. H. Pettay, pres.; M. J. Hoke, vice-pres.; D. F. Clark, gen. mgr.; F. B. Loeffler, sales mgr.; Peter Myello, supt.; Peter P. Mantz, prod. mgr.; A. Kozar, acct. & office mgr.; Harold H. Crews, Texas rep. **Adv. Agcy.**—Carr Liggett, Cleveland, O.

**MORRISON STEEL PRODUCTS, INC.,** 601 Amherst st., Buffalo 7, N. Y. Metal stampings for trucks, automotive and general use; utility truck bodies and accessories; warm air forced draft and gravity, gas and oil fired furnaces, air conditioning (trade name: "Mor-Sun"); sectional steel overhead garage doors (trade name: "Roly Door"); S. Morrison, pres. and treas.; A. J. Harsch (engr.), M. J. Kohnstamm (adv.), vice-presidents; Lincoln Aldridge, plant supt.; Anthony D'Ambrosia, contr.; George Earl, sales mgr., "Morrison Service Bodies" div.; Samuel S. Robinson, sales mgr., Heating and Air Conditioning div.; Walter E. Duffy, sales mgr., "Roly Door" div.; A. B. Savanyu, pur. agt.; Glen Eberhardt, traf. mgr. **Adv. Agcy.** —Comstock & Co., Buffalo, N. Y.

**MORSE CHAIN CO., A Borg-Warner Industry,** Ithaca, N. Y., Detroit, Mich., and Simcoe, Ontario. Timing chains, sprockets, roller chain and sprockets, flexible couplings. S. J. Roush, pres. and gen. mgr.; R. O. Bass, exec. vice-pres. and asst. gen. mgr.; J. V. Moynes, vice-pres., sales; J. Nail Candler, vice-pres., Detroit plant; M. V. Bailliere jr., secy.-treas.; T. A. Fowler, automotive sales rep.; J. R. Mueller, vice-pres., engrg.; S. J. Morris, pur. agt.; Frank L. Wood, adv. mgr. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Detroit, Mich.

**MORTELL CO., J. W.,** 550 N. Hobble ave., Kankakee, Ill.; Lyndhurst, N. J.; Detroit. Fluid-type sound deadeners, sealers, adhesives, caulks, rust preventives, undercoatings. E. E. Mortell, pres.; J. L. Mortell, vice-pres., treas.; T. P. Fitzpatrick, vice-pres., gen. mgr.; J. E. Ashton, vice-pres. automotive; K. D. Roubie, sales mgr., automotive.

**MORYSVILLE BODY WORKS, INC.,** 813 South Reading ave., Boyertown, Pa. Line construction bodies, utility bodies, pick-up tool boxes, gas bottle bodies, fuel oil burner servicing bodies, turnpike bodies and body equipment. Wallace B. Updegrove, pres.; Ronald G. Updegrove, vice-pres., gen. mgr.; Paul Kopicki, salesman; Gerald L. Wagner, dist. salesman. Adv. Agcy.—Ted Black Agency, Reading, Pa.

**MOTOR GENERATOR CORP.,** Troy, O. Battery chargers, motor generator type, automotive, bus, truck; electrical industrial truck chargers, generators, AC and DC; motor generator sets, all types; power plants. O. H. Menke, pres.; D. W. Baker, vice-pres. and sales mgr.; G. O. Williams, secy.; D. C. Jenkins, treas. **Adv. Agcy.** — Ralph Dalton & Assoc., Troy, O.

**MOTOR MASTER PRODUCTS CORP.,** Box 96, Defiance, O. Universal joint replacement kits, spark plugs, miscellaneous automotive products.

**MOTOR VEHICLE RESEARCH, INC.,** South Lee, N. H. Independent automotive research and engineering. Andrew J. White, dir.

**MOTOR WHEEL CORP.,** 735 E. Saginaw st., Lansing 3, Mich. Wheels, hubs, brake drums, air spring assemblies, pressed metal parts, heating appliances, and power lawn mowers. M. F. Cotes, pres. and gen. mgr.; Raymond J. Wilcox, exec. vice-pres.; S. N. Johnson, Carl F. Schultz, A. P. Schweizer, E. A. Bovee, L. C. Vantertill, vice-presidents; Edward K. Ellsworth, secy.; C. A. Benson, treas.; Thomas J. Fagan, asst. secy.; C. R. Clausen, asst. treas.; C. J. Holden, sales mgr.-passenger car wheels; R. J. Kinney, sales mgr.-truck wheels; Frank Jackson, sales mgr.-metal products; H. C. Saizer, sales mgr.-agricultural, industrial and service; Robert W. Dugger, dir. of per.; H. W. McKeague, dir. of pur.; J. D. Withrow, pur. agt.; George Bleibtrey, dir. of traffic; T. D. O'Hearn, adv. mgr. **Det. Rep.**—C. J. Holden, 546 New Center bldg., Detroit 2, Mich. **Adv. Agcy.**—Young and Rubicam, Inc., Chicago.

**MOTORAIDE CORP.,** 2400 Emerald st., Philadelphia 25, Pa. Electrical automotive testing equipment. Frank C. Bellis, pres.; Irving B. Brager, treas.; Jerome Nathan, secy.

**MOTOROLA, INC.,** 4545 W. Augusta blvd., Chicago 51, Ill. FM two-way mobile radio-telephone; automobile receivers; home radios; AM television receivers. P. V. Galvin, chmn. of bd.; R. W. Galvin, pres.; E. R. Taylor, exec. vice-pres., Consumer Product div.; D. E. Noble, exec. vice-pres., Industrial, Semi-Conductor and Military Electronics div.; Elmer H. Wavering, exec. vice-pres., Automotive Products div.; Frank J. O'Brien, vice-pres., purchasing; Walter B. Scott, vice-pres., mfg.; E. P. Vanderwicken, vice-pres., mfg.; Charles Green, secy.; Jack Davis, vice-pres., Consumer Product engrg.; S. R. Herkes, vice-pres., Consumer Products mktg.; Art Reese, vice-pres. and gen. mgr., Communications & Industrial Electronics div.; Eugene S. Goebel, (Communications div.) sales mgr.; Allan G. Williams, gen. sales mgr., Consumer Products; A. T. Alexander, nat. serv. dir.; Frank Uhrus, serv. mgr.; D. H. Kutner, dir. of merchandising. **Adv. Agcy.**—Leo Burnett Co., Chicago, Ill.

**MOTO-SWAY CORP. OF AMERICA,** 205 Pasadena ave., South Pasadena, Calif. **Lubrication equipment, car washers,** glazers and waxers, engine cleaners, truck-o-mats, wheel balancing equipment. A. M. Markus, pres. and treas.; Lee B. Markus, vice-pres. and secy.; W. Miller, works mgr.; A. L. Stuart, sales mgr.; Jack Crosley, adv. mgr.; W. Miller, serv. mgr.; E. Aron, chief engr.; Rudolph Kaiser, pur. agt.; B. Christensen, asst. pur. agt; T. Schneider, traf. mgr. **Adv. Agcy.**—Jack Crosley, Hyland Park, Los Angeles, Calif.

**MOTORS METAL DIVISION**—Abrasive & **Metal Products Co.,** 5936 Milford ave., Detroit 10, Mich. Sheet metal stampings and assemblies; hoods, fenders, engine pans, running boards, body stampings, radiator shells and all similar parts. Dr. Robert R. McMath, chmn. of bd.; S. J. Menzel, pres. and gen. mgr.; George H. Malesky, plant mgr.; J. Reed Alexander, sales and adv. mgr.; Vincent A. Corrado, chief engr.; Ian F. Wilson, pur. agt.

**MT. CLEMENS METAL PRODUCTS CO.,** 145 S. Rose st., Mt. Clemens, Mich. Metal stampings and assemblies, spun pulleys, cold headed products, weld and clinch nuts, moulding clips, brazing and annealing. F. G. Richardson sr., pres. and gen. mgr.; Fred G. Richardson jr., exec. vice-pres.; William H. Asmus, treas.; Harold B. Desenberg, secy.; F. W. Eaton, chief engr.; W. H. Rengert, pur. agt.; W. H. Rengert, vice-pres.; J. A. Heinemann, vice-pres. **Det. Rep.**—Rich-Wing Corp., 2480 W. Maple rd., Birmingham, Mich.

**MT. VERNON TRUCK BODY CO.,** 1819 S. 10th st., Mt. Vernon, Ill. Van, custom and farm bodies. Webster Hill, pres.; N. E. Williams, gen. mgr.; R. C. Winder, parts and accessories mgr.

**MUELLER BRASS CO.,** 1925 Lapeer, Port Huron, Mich. Copper tube, flare and solder-type fittings, aluminum forgings, shaped brass rod, flare fittings, casting, formed tubing. F. L. Riggin, pres.; F. L. Riggin jr., exec. vice-pres.; W. M. Edmondson, secy.-treas.; A. C. Dappert, vice-pres. in chge. of sales; R. M. Tree, vice-pres. in chge. of mfg.; O. R. Payton, adv. mgr.; R. A. Gray, chief engr.; H. Lewis, pur. agt.; E. Miller, traf mgr.; A. St. Pierre, pub. rel. mgr. **Det. Rep.**—Sales office, 19600 Van Dyke ave., Detroit. **Adv. Agcy.**—Price, Tanner, Willox, Saginaw, Mich. P. Willox, acct. exec.

**MURPHY SALES CO.,** Box 5416, Lake st. sta., Minneapolis 8, Minn. Automatic lock for rear doors. John D. Murphy jr., owner.

**MURRAY CORP.,** East Joppa rd., Towson 4, Md. Hose clamps, battery necessities, brake parts. H. Alexander Smith jr., pres.; Leonard H. Forman, vice-pres. and pur. agt.; Murray C. Reiter, sales mgr.; John W. Schukraft, chief engr.; W. C. Hoadley, traf. mgr.; James H. Rowe, dir. of prod. & development. **Det. Rep.**—Don R. Matthews, 16629 Meyers rd., Detroit 35, Mich. **Adv. Agcy.** — W. A. Hatch, Inc., 907 St. Paul st., Baltimore, Md.

**MUSKEGON MOTOR SPECIALTIES CO.,** 2314 Tysor st., Jackson, Mich. Machining crankshafts, manufacturing windows and aluminum specialty items for mobile homes, school buses and trucks. Joseph A. Vieson, chmn. of bd.; David W. Johnson, pres.; C. J. Huebner, exec. vice-pres. chge. of Jackson Crankshaft div.; R. V. Pangborn, vice-pres. mfg. Jackson Crankshaft div.; Carlyslie Serr, vice-pres. chge. Woodlin div.; W. J. Woodhams, consultant; T. J. McCarthy jr., secy.; E. S. Berry, treas.; Donald Day, Gordon Nash, Robert Woerner, asst. secys. and treasurers.

**MUSKEGON PISTON RING CO.,** Sixth & Alpha, Muskegon, Mich. Piston rings. T. E. McFall, chmn. of the bd.; H. G. Vaughan, vice-chmn. of the bd.; G. W. Lundeen, pres.; G. R. Targett, exec. vice-pres.; M. D. Stanley, vice-pres., mfg. (Muskegon div.); W. A. Clouser, vice-pres., sales (Muskegon div.); G. A. Fifield, secy. and asst. treas.; J. A. Nadeau, pur. agt.; L. H. Bazuin, treas. and asst. secy. **Det. Reps.**—G. E. Smith, G. S. Oliver, S. J. Bourdon, D. W. Baldwin, 516 New Center bldg. **Adv. Agcy.** —Waldie & Briggs, Inc., Chicago, Ill. George L. Briggs, acct. exec.

**MUSTANG MOTOR PRODUCTS CORP., (subsidiary of Gladden Products Corp.),** 241 Concord, Glendale 3, Calif. Motorcycles (lightweight), Deliverycycles (3 wheel pickup and delivery type). John N. Gladden, pres.; David Campbell, secy.-treas.; Howard Burrell, gen. mgr.; Charles R. Gardner, prod. mgr.; J. Wade Brunson, sales and adv. mgr.; J. W. Gregg, mgr. Kansas City, Mo. branch; Howard Forrest, chief engr.

**MYRLO CO.,** 1231 Main ave., Cleveland 13, O. All types pennant streamers. Myrl Bookman, owner.

**MYSTIK ADHESIVE PRODUCTS, INC.,** 2635 N. Kildare ave., Chicago 39, Ill. Paper masking tapes, waterproof cloth tapes, pressure sensitive protective papers, stencils, adhesive specialty products, pressure sensitive printable tapes, pressure sensitive hi-low temperature and electrical tapes, adhesives, coatings and sealers. Russell J. Leander, pres.; J. K. Leander, Elmer J. Leander, vice-presidents; Robert D. Smith, vice-pres. and gen. mgr.; Robert J. Leander, vice-pres., secy. and treas.; William J. Miller, asst to the pres.; Stanley Ostrenga, ind. sales mgr.; J. C. Gallagher, sales mgr., retail div.; Charles Rhodes, sales mgr., chain store div.; Harry Feuer, dir. of adv. and mktg.; G. V. Disbrow, sales mgr., adhesives, coatings and sealers; John Willert, traf. mgr. **Adv. Agcy.**—George H. Hartman Co., Rowland Laughlin, acct. exec.

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**NACTO CLEANER CORP.,** 1200 East 156th st., New York 59, N. Y. Fabric cleaner, waterless hand cleaner, tar remover, "Grees Wash," garage floor cleaner, fire extinguisher fluid, foam upholstery cleaner, leather cleaner, whitewall cleaner, car wash, windshield washer solvent. James L. Ryan, pres., gen. mgr., sales mgr. and pur. agt.; G. S. McHarg, vice-pres., treas.; E. F. Ryan, secy.

**NAGS PUBLISHING CO.,** 9050 Livernois ave., Detroit 4, Mich. Publishers of auto glass parts catalog, price calculator and stock control and pricing system (SCAP System). Orren D. Hulett, gen. mgr.

**NAMSCO, INC.,** 333—31st ave., Bellwood, Ill. (Chicago suburb). 1-piece wheel covers for specific car models and universal style, hub caps for all popular cars, and many industrial uses, gas tank caps, radiator caps, wheel bolts and nuts. J. A. Anderson, pres.; E. Strom, sales, adv. traf. mgr.; F. Wasil, works mgr. and pur. agt.

**NANKERVIS CO., GEORGE L.,** 15300 Fullerton, Detroit 27, Mich. Special custom built testing equipment for automotive and aircraft industries. S. W. Sorenson jr., pres.; Frederick E. Burnham, exec. vice-pres.; Harold M. Cherry, vice-pres. metal fin.; Henry W. Grikscheit, vice-pres. sales; Vernon G. Converse, vice-pres. mfg.; Stanley R. Andersen, secy.-treas.; Roland E. Hohlsel, chf. engr.; Raymond I. Pieti, pur. agt.; Kenneth J. Battjes, adv. mgr.

**NAPCO INDUSTRIES, INC.,** Seventh st., North Lyndale, Minneapolis 11, Minn. Federal Motor Truck Div., Northwestern Parts Div., Napco Axle Div., Highway Safety Appliances Div., and Napco Construction Equipment Div. Logistics Engrg. Div. Max E. Rappaport, pres.; Fred Rappaport, exec. vice-pres.; Ned E. Blaz, asst. to the pres.; Roy E. Mullin, vice-pres.; Ralph W. Gundersen, vice-pres.; W. J. Auger, sales mgr. **Adv. Agcy.**—Alfred Colle, Keith Smith, acct. exec.

**NASH BROS. CO.,** 2125 Dewey ave., Evanston, Ill. Tire-carriers (cable-lift, slant basket, back-of-cab) for trucks; trailers; front and rear bumpers for trucks, truck bodies, buses. C. L. Nash, pres.; L. B. Nash, vice-pres.; E. A. Seward, secy.-treas.; R. E. Mainland, gen. mgr.; H. L. Garwood, asst. sales mgr.; William Renouf, chief engr.; Bill Butler, traf. mgr.; J. F. McCowan, pur. agt.

**NASON, R. N. & CO.,** 151 Potrero ave., San Francisco 3, Calif. Automotive paint and lacquer products, complete line of all trade sales products. W. P. Fuller, pres.; A. J. Hunter, vice-pres., treas.; J. P. Fraser, secy., gen. sls. mgr.; W. C. Kenton, E. A. Barsetti, C. J. Spear, W. Verzani, Sylvester Sechser, J. Nail, branch mgrs.

**NATIONAL ACME CO.,** 170 E. 131st st., Cleveland 8, O. Multiple and single spindle automatic bar and chucking machines; self-opening threading dies and collapsible taps; self-opening thread rolling heads; thread rolling machines; limit switches; solenoids, push button control switches, contract mfg. T. L. Strimple, pres.; A. E. Drissner, vice-pres., chief engr.; R. H. Ayers, vice-pres., works mgr.; R. E. Channock, vice-pres., treas.; R. R. Rhodehamel, vice-pres., gen. sales mgr.; A. E. Henn (machinery div.), H. F. Fussner (threading div.); A. J. Park (electrical div.), sales mgrs.; D. H. Rowe, adv. mgr.; F. C. Jenness, sales serv. mgr.; R. J. Goeling, pur. agt.; J. C. Skalnik, Roy Waltz, assts.; F. Messojedec, traf. mgr.; H. O. Anderson, per mgr. **Det. Rep.**—S. E. Casson, mgr., 14235 Puritan ave., Detroit 27, Mich. **Adv. Agcy.**—Heffernan & McMahon, Inc., Buffalo 3, N. Y.

**NATIONAL ADVERTISING CO.,** General Sales Offices, First National Bank bldg., Chicago, Ill. Adm. Offices, Bedford Park, Ill. Highway advertising on a maintained rental basis. W. S. Meyers, vice-pres. and gen. mgr.; R. C. Olney, field trades sales mgr.; R. T. Anderson, merch. dir. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich.

**NATIONAL AUTO GLASS SPECIFICATIONS, INC.,** 9050 Livernois ave., Detroit 4, Mich. Auto glass patterns, publishers of auto glass parts catalog. Orren D. Hulett, gen. mgr.

**NATIONAL AUTO RECONDITIONING CORP.,** 8435-44th Place, Lyons, Ill. Tipton-Sol engine degreasing shampoo; upholstery cleaning kits, automotive vacuum, remover for scotch-lite reflector, tape and chrome protector, rubber renewer, car shampoo, white side wall cleaner, auto upholstery dyes and shampoo. Ralph M. Tipton, pres. sales, adv. mgr.; Walter A. Ninke, vice-pres, gen. mgr.; Margaret M. Tipton, secy. and treas.; David B. Snedeker, works mgr., chief engr. **Det Sales Rep.**—Edward A. Ash, 6535 Third ave., Detroit 2, Mich., TRinity 2-4900.

**NATIONAL AUTOCRAFT MFG. CO.,** 2710 N. Orange ave., Orlando, Fla. Universal body moulding clips, window handle crank knobs, windshield wiper knobs, door-locking knobs, instrument panel replacement knobs, door sill moulding covers, arm rest covers. Charles D. West, pres., sales mgr.; F. P. West, secy.-treas. **Adv. Agcy.** — Robert Hammond Associates, Orlando, Fla.

**NATIONAL AUTOMOBILE APPRAISAL SERVICE CORP.,** P. O. Box 91, Kingsbridge station, New York 63, N. Y. Publishers of "The National Auto Guide" (weekly wholesale used car value guide), Norman Mann, pres., sales mgr.; Steven Carey, vice-pres., asst. sales mgr.; Victor D. Orlove, secy.-treas. and gen. mgr., editor. **Adv. Agcy.**—Picard-Marvin, Inc., New York, N. Y. William Marvin, acct. exec.

**NATIONAL AUTOMOBILE DEALERS USED CAR GUIDE CO.,** 2000 K st., N. W. Washington 6, D. C. NADA Official Used Car Guide. Everett W. Lawrence, editor. **Adv. Agcy.**—Advertising, Inc., Washington, D. C. King Pediar, acct. exec.

**NATIONAL AUTOMOTIVE FIBRES, INC.,** 19925 Hoover, Detroit 5, Mich. Complete automotive textile trim, insulation and cardboard parts, automotive fabrics and carpet. Paul V. Shields, chmn. of bd.; J. G. Bannister, pres.; E. P. Bolen, vice-pres.; M. K. Leahy, vice-pres. in chge. of prod.; G. W. Parkin, gen. sales mgr.; J. Chapman, contr.; J. G. Pogue, asst. secy.-treas.; R. B. Hunter, secy.-treas.

**NATIONAL AUTOMOTIVE MANUFACTURING & ENGINEERING CORP.,** 205 Pasadena ave., South Pasadena, Calif. Moto-Sway lubricating equipment, Spray-Foamatic spray guns, Truk-O-Mat's, Spray-Foam Jr., home spray guns, Spray-Foam washing compounds, Moto-Lite license frames, Quick-On couplers, MSF concentrates, Moto-Glaze compounds grease Hypo-Jectors. Alexander M. Markus, pres.; W. Miller, plant supt.; Lee B. Markus, secy.-treas.; K. Nelson, chief engr.; Rudolph Kaiser, comptr.; B. Christensen, asst. pur. agt.; Jacob M. Schneider, traf. mgr. **Adv. Agcy.**—J. T. Crossley Co., Los Angeles 42, Calif.

**NATIONAL BONDED CARS, INC.,** 120 Morris ave., Springfield, N. J. Inspection and warranty service. C. Wesley Milburn, pres.; C. W. Milburn, treas.

**NATIONAL BRAKE BLOCK CO.,** 37-17 57th st., Woodside 77, N. Y. National brake block, Seg-Mold brake lining, rivets, bonded woven, brakebond brake lining, SF heavy duty clutch facings. Irving J. Simon, William Simon, Harry Gelband, partners; M. Feldman, traf. mgr. **Det. Rep.**—Mark Berman, 2722 Webb. **Adv. Agcy.** — Walter J. Zimmerman Assoc., New York, N. Y.

**NATIONAL BROACH & MACHINE CO.,** 5600 St. Jean ave., Detroit 13, Mich. Gear shaving, honing, lapping, measuring, sound testing and grinding machines; precision gears, naloy broaches, broaching fixtures, gear shaving cutters and gear honing tools. Walter S. Praog, pres.; Max B. Mentley, vice-pres.; Ben F. Bregi, vice-pres.; D. P. Smith, vice-pres.; J. Willison Smith jr., secy.; Georg R. Smith, treas.; Harold Ashton, mgr.; sales and serv.; Martin Linder, asst. treas.; T. S. Gates, chief engr.; Basil Hawkins, pur. agt.; Hall Industrial Publicity, pub. rel. mgr. **Det. Rep.** — Home Office, 5600 St. Jean ave. **Adv. Agcy.**—Witte & Burden, Detroit 2, Mich.

**NATIONAL CAR RENTAL SYSTEM, INC.,** 1209 Washington ave., St. Louis 3, Mo. World-wide network of independently-owned car rental firms with more than 600 offices in 26 countries. Robert W. Miller, pres.; Walter J. Phillips, exec. vice-pres.; B. L. Burman, vice-pres.; Tad Hankey, secy.; K. C. Glaser, treas. **Adv. Agcy.**—Gene Rison & Assoc., St. Louis, Mo. E. R. Rison, acct. exec.

**NATIONAL CARBON CO., Div. of Union Carbide and Carbon Corp.,** 30 E. 42nd st., New York 17, N. Y. Anti-freezes, cooling system cleaner, stop-leak and other auto service products, anti-rust, flashlights, flashlight batteries. A. S. Johnson, pres.; C. O. Kleinsmith, P. M. Buhrer, exec. vice-president; A. C. Bryan, vice-pres., gen. mgr.; E. L. Dibble, gen. mgr., consumer prod. sales; J. F. Warnell, mgr., battery prod. sales; F. W. Berdan, mgr., battery prod. sales; A. H. Brust, adv. mgr. **Adv. Agcy.** — Wm. Esty Co., Inc.

**NATIONAL CASH REGISTER CO.,** Main and K sts., Dayton 9, O. Accounting machines, adding machines, cash registers, business forms and NCR "No Carbon Required" paper. S. C. Allyn, chmn. of bd.; R. S. Oleman, pres.; G. A. Lowden, exec. vice-pres.; Robert E. Cowden jr., secy.; E. C. Nowak, treas.; R. J. Christian, vice-pres., mfg.; H. C. Keesecker, vice-pres. sales (domestic); G. W. Head, adv. mgr.; Leigh Metcalfe, asst.; W. F. Clawson, serv. mgr.; E. R. Schlemmer, pur. agt.; E. H. Voehringer, traf. mgr.; J. K. Owen, pub. rel. dir. **Det. Rep.**—C. A. Dahl, branch mgr., 3456 Woodward ave. **Adv. Agcy.**—McCann-Erickson, Inc., New York 20, N. Y. Herb Pierce, acct. exec.

**NATIONAL COACHES, INC.,** Main st., Knightstown, Ind. Ambulance and funeral cars, airport passenger limousines, eight and nine passenger limousine bodies. Vern Z. Perry, pres.-treas.; Dan R. Perry, vice-pres. chge. sales pur.; Mary Ann Perry, secy.; Frank Reifel, plant mgr.; M. A. Schakel, office mgr.; Bill Johnson, asst. sales mgr. **Adv. Agcy.**—Ruben Advertising Co., Indianapolis, Ind.

**NATIONAL COTTON BATTING INSTITUTE,** 1918 North Parkway, Memphis 12, Tenn. Industry organization for the promotion of cotton cushioning in automobile seats. Milton E. Stauffer, pres.; Henry Chanin, Wm. J. McEwen, and C. E. Theobald jr., vice-presidents; S. E. Brandwein, secy.; C. Edward Lenz, treas.; R. T. St. John, exec. secy. **Adv. Agcy.**—Greenhaw & Rush, Inc., Memphis, Tenn. E. B. Greenhaw, acct. exec.

**NATIONAL FLAG & DISPLAY CO.,** 43 W. 21st st., New York 10, N. Y. Advertising cloth banners of any size and description. Sam Z. Schatz, pres.; Sam Coolick, vice-pres.; Joe Schatz, gen. mgr.

**NATIONAL LEAD CO.,** 111 Broadway, New York 6, N. Y. Raw and finished die castings and bearings (zinc, brass, aluminium and magnesium)—Doehler-Jarvis Div., solder, battery oxides, titanium pigments for enamels and white sidewall tires, storage battery, plate metal, "Kirksite" dies and die metal, paint oils. Joseph A. Martino, pres.; A. H. Drewes, F. J. Koegler, George B. Coak, D. A. Merson, J. H. Reid, H. T. Warshow, H. C. Wildner, vice-presidents; J. B. Henrich, secy.; J. J. Morsman jr., treas.; T. Howard Sarine, adv. mgr.; A. V. Bender, chief engr.; L. J. Werne, traf. mgr.; C. H. Rose, pub. rel. dir.

**NATIONAL MACHINE PRODUCTS CO.,** 44225 Utica rd., Utica, Mich. A complete

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# Who's Who in the Auto Industry

(Continued)

line of hexagon nuts in all standards. M. A. Chambers, pres., gen. mgr.; C. W. Couch, vice-pres., sales mgr.; A. R. Devine, secy.; R. G. Straley, treas.; E. Johnson, works mgr.; A. A. Widmann, vice-pres., chge. of engrg.; Y. Ebersole, pur. agt.

**NATIONAL MACHINE AND TOOL CO.,** 4077 Page ave., Jackson, Mich. Service tools. Morris Thorrez, pres.; Henry Thorrez, vice-pres.; Guy L. Baldwin, vice-pres., sales mgr.; Walter Michner, secy., treas. **Det. Rep.** — Cliff Johns, Lake Orion, Mich.

**NATIONAL MACHINE WORKS, INC.,** 1800 S. Broadway, Oklahoma City, Okla. Drive shaft bushing and seal assemblies; transmission case ball seats; drive shaft housing repair kits, drive shaft housing repair units; special pinion bearing assemblies; coleman compensator kits and special engineering and manufacturing facilities for new machine products. Theodore C. Gerner, pres. and treas.; D. I. Johnston, vice-pres.; D. C. Johnston, secy.; Louise Johnston, asst. secy.; Luther A. Harrison, sales mgr.; Bill Pennel, order clerk; Ted Gerner, adv. mgr. **Adv. Agcy.**—Galloway-Wallace, 1216 N. E. 23rd, Oklahoma City, Okla.

**NATIONAL MALLEABLE & STEEL CASTING CO.,** 10600 Quincy ave., Cleveland 6, O. Railway locomotive and car specialties. Mine and industrial car specialties. Iron castings, carbon and alloy steel castings, dragline chain. Carter Kissell, pres.; W. H. Moriarity, vice-pres., chge. of sales; S. C. Wasson, vice-pres., chge. of oprns.; M. W. Stevenson, gen. mgr., railway div. sales; E. H. Sherwood, vice- pres., int'l. div.; A. E. Field, secy.; Mark M. Miller, asst. to vice-pres., sales and mgr. of auto sales; A. D. Ott, traf. mgr.; B. C. Yearly, mgr., research; W. M. Quayle, gen. pur. agt.; K. L. Selby, chief engr. **Adv. Agcy.** —Palm & Patterson, Inc., Fidelity bldg., Cleveland 14, O. T. King-Hedlinger, acct. exec.

**NATIONAL MARKET REPORTS, INC.,** 900 South Wabash ave., Chicago 5, Ill. Publishers of: Official Red Book and Blue Book Used Car & Truck Appraisals; National Automobile Parts & Labor Manual; Farm Tractor & Implement Blue Book; and Automotive Service Digest. W. E. Butler, pres.; C. E. Gambill, vice-pres.-treas.; H. G. Hollingshead, secy.; O. H. Baehler, vice-pres., Gen. mgr.; W. W. Nolte, sales mgr. **Adv. Agcy.**—Central Advertising Service, Chicago, Ill.

**NATIONAL PARTS CORP.,** 2111 S. Michigan ave., Chicago 16, Ill. Automobile replacement radiator grilles. H. A. Winkelman, pres., gen. mgr. and dir. of sales; R. V. Winkelman, secy.-treas., pur. agt.; L. P. Wolfman, asst. sales and adv. mgr.; T. Antonini, works mgr. **Det. Rep.** —Mel Knopf, 24350 Condon ave., Oak Park, Mich.

**NATIONAL PLASTIC PRODUCTS CO., THE,** Odenton, Md. Saran fiber for seat coverings. Ephraim Winer, pres.; Lee Samler, tech. dir.; Francis V. Ulrich, dir. of sales; Roland J. Brown, sales mgr.; James Richards, adv. mgr.; Donald J. Anderson, dir. of pur. **Adv. Agcy.** —Jos. A. Wilner Co., 130 W. Hamilton st., Baltimore, Md.

**NATIONAL PRODUCTS CORP.,** 290 Third st., Cambridge 42, Mass. Weatherproof connectors for spark plugs, ignition harness sets, special ignition products. Robert Tonon, pres.; A. P. Pickman, vice-pres., sales engrg.

**NATIONAL RIVET AND MFG. CO.,** 21 E. Jefferson, Waupun, Wis. All types of rivets. A. G. Gibbons, bd. chmn.; J. A. Zeratsky, pres.; E. J. Maitre, vice-pres. in chge. of sales; Leon Foley, secy.; H. C. Engelbracht, treas.; L. Vandervelde, prod. mgr.; J. P. Torres, adv. mgr.; H. Hanson, chf. engr.; B. H. Bredeson, pur. agt. **Det. Rep.**—E. H. VanNorwick, 220 Jalkains bldg., 1100 N. Woodward ave., Birmingham, Mich. **Adv. Agcy.** — Kirkgasser-Drew, Chicago, Ill.

**NATIONAL SEAL DIV., Federal-Mogul-Bower Bearings, Inc.,** Redwood City, Calif. Oil and grease seals, laminated shims, o-rings. Milton Bulkeley, gen. mgr.; H. K. Pohlman, gen. mgr. of mfg.; V. L. Peickil, dir. of engng. and res.; P. Q. Wray jr., sales mgr.; E. Mitchell, traf. mgr.; R. E. Walcott, pur. agt. **Det. Rep.**—R. A. Fred Mills, mgr., W. P. Spencer, P. Smith, J. Austin, and R. Gorman, 13536 Puritan ave. **Adv. Agcy.** —L. C. Cole Co., San Francisco, Calif. R. G. Orr, acct. exec.

**NATIONAL STEEL CORP.,** 2800 Grant bldg., Pittsburgh 19, Pa. Automobile spring steel, bumper steel, special rolled sections, cold drawn bars. Geo. M. Humphrey, chmn. of bd.; T. E. Millsop, pres.; Paul E. Shroads sr., C. J. Klein, W. A. Murphy, A. C. Childs, vice-presidents; Floyd T. Bowen, treas.; Wm. E. Prosser, secy.; Wm. S. Schwoebel, comptr. **Adv. Agcy.** — Campbell-Ewald Co., Detroit, Mich.

**NATIONAL SYSTEM OF GARAGE VENTILATION, INC.,** 138 W. William st., Decatur, Ill. Underfloor and overhead exhaust removal equipment for automotive service shops. Frank M. Tenney, pres.; A. G. Towne, gen. mgr.; Frank M. Tenney, treas. **Adv. Agcy.**—Biddle Co., Bloomington, Ill. J. G. Reinhard, acct. exec.

**NATIONAL TUBE DIV. (United States Steel Corp.),** 525 William Penn pl., Pittsburgh 30, Pa. Seamless steel tubing, electric-welded tubing. J. E. Goble, pres.; W. F. McConnor, exec. vice-pres.; F. L. Wiegand jr., secy.; C. E. Magoon, treas.; H. J. Wallace, vice-pres., sales; W. J. McKee, sales mgr.; T. W. Gamble, adv. mgr.; L. V. Johnson, chief engr.; J. F. Dailey, pur. agt. **Det. Rep.**—J. G. Morrison, General Motors bldg., Detroit 2, Mich.

**NATIONAL TWIST DRILL & TOOL CO.,** Rochester, Mich. Twist drills, reamers, counterbores, milling cutters, end mills, hobs, carbide, special tools. Howard L. McGregor jr., pres., gen. mgr.; E. J. Chamberlain, exec. vice-pres.; C. J. Oxford, engrg. vice-pres.; Allan Devine, secy.; J. W. Davidson, treas.; H. A. Mitzelfeld, mfg. vice-pres.; Wm. E. Atchley, sales mgr.; E. E. Sell, pur. agt. **Adv. Agcy.**—Holden, Chapin, LaRue, Detroit, Mich. Dick Cleveland, acct. exec.

**NAUGATUCK CHEMICAL,** div. of U. S. Rubber Co., Elm st., Naugatuck, Conn. Synthetic rubbers, natural rubber latex, synthetic rubber latices, plastics, adhesives, rubber chemicals, compounded latices, rubber-resin blends. Earle S. Ebers, vice-pres., gen. mgr.; Harold M. Parsekian, gen. sales mgr.; William H. MacHale, adv. mgr.; Fred N. Taff, div. engrg. mgr.; R. S. Tobias, div. pur. agt.; W. E. Bradford, Ind. rel. mgr. **Adv. Agcy.**—Fletcher D. Richards, New York, N. Y. Duncan Ross, acct. exec.

**NEAPCO PRODUCTS, INC.,** South and Cross sts., Pottstown, Pa. Universal joints, chassis parts, machine work. R. E. Jeffries, pres.; E. H. Jenkins, treas. **Adv. Agcy.** — William D. Andes, Lancaster, Pa. John Wenger, acct. exec.

**NEILSON CHEMICAL CO.,** 2300 Gainsboro, Detroit 20 (Fernadel), Mich. Metalprep, galvaprep, prep'n'cote prep-pik-l, lyfanite, phosteem alumiprep, emulsoprep. R. F. Neilson, gen. mgr.; H. N. Oleson, works mgr.; H. F. Neilson, sales mgr. **Det. Rep.**—John E. Pierce, 1850 Mansfield ave., Birmingham, Mich. **Adv. Agcy.** —Dudgeon, Taylor & Bruske, 7338 Woodward, Detroit 2, Mich.

**NELSON ASSOCIATES, INC.,** 3114 Grand River ave., Detroit 8, Mich. Automotive merchandising and sales prom. Nelson McCarthy, pres.; Henry L. Despard, exec. vice-pres.; Mrs. A. O. Beattie, treas.; William E. Oberly, vice-pres., prod.; Jerry Malzahn, estimator. **Det Reps.**—Wallace Davenport, Dave Ledgerwood, Chris Wilson.

**NEON PRODUCTS, INC.,** Neon ave., Lima, O. Plastilux outdoor signs, neon outdoor signs, specialine plastic indoor signs, advertising clocks, skelton signs, pylons. S. Kamin, pres.; M. Kamin, vice-pres.; J. Howenstine, secy-treas.; Harold D. Schwartz, dir. of adv. and sales prom.; Art Mox, chief engr.; G. Querry, pur. agt.; W. Freel, traf. mgr.

**NEW DEPARTURE DIV., General Motors Corp.,** Bristol, Conn. Ball bearings. Seth H. Stoner, gen. mgr.; Richard H. Valentine, chf. engr.; Kenneth V. Knebel, gen. mfg. mgr.; Raymond O. Oyler, gen. sales mgr.; Leonard F. Swoyer, asst. gen. sales mgr.; Lester A. Lanning, gen. pur. agt.; Harry W. Holdsworth, adv. mgr.; Henry L. Brophy, pub. rel. mgr. **Det. Rep.**—Lorne F. Lavery, mgr., 7-122 GM bldg., Detroit 2, Mich. **Adv. Agcy.**—D. P. Brother & Co., Detroit, Robert M. Fitzgibbons, acct. exec.

**NEW ENGLAND PRESSED STEEL CO.,** Washington ave., Natick, Mass. Automotive parts assemblies to customers' requirements; spark plug wrenches; metal stampings to order. W. H. Townsend, pres., treas.; J. H. Parmenter, vice-pres., gen. mgr.; H. Blumenthal, pur. agt.

**NEW JERSEY ZINC CO., THE,** 160 Front st., New York 38, N. Y. Zinc pigments, metals and alloys. R. L. McCann, pres.; C. H. George. exec. vice-pres.; R. G. Kenly, vice-pres.; Walter R. Anyan, secy.; Samuel Riker jr., treas.; W. C. Dunlap, pur. agt.; K. L. R. Baird, gen. traf. mgr. **Sales (The New Jersey Zinc Sales Co.):** R. G. Kenly, vice-pres.; G. F. A. Stutz, mgr. (pigment div.); E. H. Klein, mgr. (metal div.); R. Davison, mgr. (market development div.).

**NEW PROCESS GEAR DIV., Chrysler Corp.,** 500 Plum st., Syracuse, N. Y. Truck and passenger car transmissions; differential assemblies; transfer cases; spiral bevel; hypoid gears; aircraft gears; aircraft oil pumps; constant velocity universal joints. David H. Brown, pres., mgr.; Robert W. Wolfe, sales mgr.; Burke M. Hyde, chf. ind. engr.; Lester J. Herrick, operations mgr.; Thurman O. Ruettinger, chf. engr.; Edward J. Hart, per. mgr.; Victor J. Pike, dir. of pur.

**NEW YORK AIR BRAKE CO.,** 230 Park ave., New York 17, N. Y. Hydraulic pumps, fluid motors, valves, cylinders, liquid handling pumps, turbine, centrifugal, gear types; vacuum pumps, industrial types. C. T. Zaoral, pres.; G. R. Merchant, secy.; F. W. Hewes, treas.; W. R. Lockridge, dir. marketing; K. W. Galliger, dir. engrg. **Det. Rep.** — J. N. Fauver Co., Inc., 51 W. Hancock ave., Detroit 1, Mich. **Adv. Agcy.**—Humbert & Jones, New York, N. Y. K. Humbert, acct. exec.

**NEWARK AUTO TOP CO., INC.,** 80 Central ave., Newark 2, N. J. Auto seat covers, carpets, seat cushions, convertible top assemblies, trunk kits. Alexander Seaman, pres.; Arthur Fischman, gen. mgr.; Edward Grabowski, chief engr. **Adv. Agcy.**—Adolph Gottesman & Co., 1060 Broad st., Newark, N. J.

**NEWARK LADDER & BRACKET CO., INC.,** 5 Central ave., Clark Twp., N. J. Auto-top carriers, wood and heavy-duty steel. Rubin Grant, pres.; Maurice Gilbert, vice-pres.; Harold Grant, secy.; Mel North, gen. mgr., sales mgr.; Sidney Zucker, works mgr.; Larry Sosnow, adv. mgr.

**NEWHOUSE AUTOMOTIVE INDUSTRIES,** 5805 E. Beverly blvd.; Los Angeles 22, Calif. Special auto parts for stock cars, high-compression heads, dual intake manifolds, mufflers, camshafts, racing equipment, dual-point auto ignitions, water injectors, racing engines, etc. Ernest J. Newhouse, pres.; E. H. Newhouse, vice-pres.; John Beach, gen. mgr.; John Merlino, plant mgr.; Louise Johnson, credit mgr. **Adv. Agcy.**—Vanderboom, Hunt & McNaughton, Inc., Los Angeles.

**NIBUR MFG. CO., INC.,** 20 W. 22nd st., New York 10, N. Y. Monograms, initials, key chains, keys, auto emblems and automotive accessory items. Al D. Bobrow, pres.; Melvin Rinzler, secy. **Det. Rep.**—Service Sales Co., 14214 Superior rd., Cleveland 18, O.

**NICHOLS & SON,** 2695 State st., Hamden, Conn. License plate holder. John J. Nichols, pres. and vice-pres.; John R. Nichols, sales and gen. mgr.

**NICHOLSON FILE CO.,** 23 Acorn st., Providence 1, R. I. File and rasps, rotary power files and burs. Paul C. Nicholson jr., pres.; Stanley Livingston jr., vice pres. operations; Charles E. Fogg, vice-pres. and secy.; Edmond A. Neal, vice-pres., domestic sales mgr.; R. Lindley Murray, treas.; George R. Ashbey, adv. mgr.

**NIEHOFF & CO., C. E.,** 4925 W. Lawrence ave., Chicago 30, Ill. Ignition parts, hydraulic brake parts, testing equipment, hydraulic brake fluid. C. E. Niehoff, pres.; Fred Geyer, vice-pres., chge. of sales; E. R. Grant, vice-pres., chge. of prod.; M. A. Niehoff, secy.-treas.; C. E. Sanders, adv. mgr.; H. C. Fernstrom, pur. agt. **Adv. Agcy.**—C. Wendel Muench & Co., Chicago, Ill.

**NORDSON CORP.,** Jackson st., Amherst, O. Paint heaters, airless spray painting systems. E. T. Nord, pres.; Richard T. Schafer, asst. to pres.

**NORGREN-STEMAC, INC.,** 5425 S. Delaware, Littleton, Colo. Die cast chrome name plates, products identification plates, personalized monograms, plaques. L. H. Norgren, exec. vice-pres.; E. L. McKanna, vice.-pres.; J. S. Lawrence, sales mgr.

**NORICK BROTHERS, INC.,** 701-09 N.W. Fourth st., Oklahoma City 1, Okla. Standard accounting systems, auxiliary forms, parts purchase control systems, interleaved carbon office and shop forms for retail automotive dealers. Henry Norick, pres.; James H. Norick and Marjorie J. Norick, vice-presidents; Mrs. Frances N. Lilly, secy.-treas.; Fred H. Barlow, gen. sales mgr.; Roy Evans, adv. mgr.; Jack Rainbow, prod. mgr.; W. B. Austin, chf. acct. **Det. Rep.** — James R. McConnell. 15636 Mapleridge, Detroit 5, Mich.

**NORLIPP CO.,** 5909-5931 S. Lowe ave., Chicago 21, Ill. Car mirrors, gas caps, radiator caps, ornaments, lights, truck mirrors, reflectors, clearance lights, locking caps, bicycle mirrors, ornaments. A. C. Lippert, pres.; R. A. Lippert, vice-pres.; H. F. Gerling, dir. sales and adv.; Richard Vernald, secy.; Robert Meyer, works mgr. and pur. agt.; Herb Hallen, traf. mgr. **Adv. Agcy.**—Allen J. Siegel, 608 S. Dearborn ave., Chicago 5, Ill.

**NORMA-HOFFMAN BEARINGS CORP.,** Hamilton ave., Stamford, Conn. Precision ball, roller and thrust bearings. H. M. Day, pres.; D. E. Batesole (engrg.), vice-pres.; R. L. Miller, vice-pres., sales mgr. and adv. mgr.; D. Lee, vice-pres. fin.; R. D. Robertson, vice-pres. mfg.; E. R. Wallenberger, sales mgr.; J. G. Tompkins, asst. sales mgr.; P. W. Leak, asst. chief engr.; H. R. Beeson, pur. agt.; Claus H. Meyer, traf. mgr. **Det. Rep.**—F. J. St. Arnault, 10329 Puritan ave., Detroit, Mich. **Adv. Agcy.**—Sutherland-Abbott, Boston, Mass. Jim LeTuckey, acct. exec.

**NORTHERN ENGRAVING & MFG. CO.,** LaCrosse, Wis. Automotive dials, scuff plates, radiator emblems, instrument panels, glove doors, all decorated stampings, nameplates. C. D. Gelatt, pres., gen. mgr.; E. Niemeyer, vice-pres.; A. H. Zischke, vice-pres., sales mgr.; T. P. Dalzell, secy., treas.; B. E. Dellenbach, asst. sales mgr.; J. Bennett, works mgr.; J. I. McCauley, chief engr.; E. Bates, pur. agt.; G. Cobleigh, asst. pur. agt. **Det. Rep.**—B. Finn, 10523 Puritan ave., Detroit 38, Mich.

**NORTHWESTERN PARTS DIV., Div. of Napco Industries, Inc.,** Seventh st. North Lyndale, Minneapolis 11, Minn. Manufacturer of automotive and military service parts. Leonard F. Hunke, sales mgr. **Adv. Agcy.**—Jaffee-Naughton-Rich, Minneapolis, Minn. Alvin Jaffee, acct. exec.

**NORTON CO.,** 1 New Bond st., Worcester 4, Mass. Abrasives, grinding wheels, grinding machines, refractories, Norbide boron carbide products, encapsulating machines, lapping machines, non-slip flooring. Milton P. Higgins, pres.; Ralph F. Gow, exec. vice-pres.; R. Prouty, secy.; W. H. Perks, treas.; J. Jeppson, (abrasive div.), W. G. Fallon (refractories div.), H. J. Daly, (electro-chemical div.), E. M. Hicks, (machine div.), gen. mgrs.; R. M. Johnson, vice-pres., chge. of sales; F. L. Curtis (new products), G. A. Park (abrasives), D. L. Price (grinding wheels), R. D. Lawson (machine div.), H. T. Pierpont jr. (electro-chemical), G. H. Powers, (refractories div.), sales mgrs.; C. L. Shaw, adv. mgr.; R. A. Reed, asst. adv. mgr.; G. D. Seguin, pur. agt.; H. H. Anderson, asst. pur. agt.; J. D. Dawson, traf. mgr.; E. B. Knowlton, pub. rel. mgr. **Det. Rep.**—W. A. Russell (Abr. div.); I. W. Peterson, Mach. div., 5805 Lincoln ave., Detroit 8. **Adv. Agcy.**—J. W. Odlin Co., Worcester, Mass. J. W. Odlin, acct. exec. James T. Chirurg Co., Boston, J. J. Slein, acct. exec.

**NOVI EQUIPMENT CO.,** 25460 Novi rd., Novi, Mich. Automotive air conditioners, auto heaters, governors—mechanical and hydraulic for industrial and auto use, and also for air planes, radiator fans and crankshaft pulleys, accelerator shaft assemblies. Lewis W. Welch, pres.; C. J. Seaver, exec. vice-pres., gen. mgr.; R. M. Hoffman, secy-treas.; J. R. McRobert, works mgr.; A. Millington, chief engr.; H. G. Adler, chief engr., gov. div.; J. J. Gaffney, pur. agt.; L. Maltby, traf. mgr. **Adv. Agcy.** — Simon and Gwynn, 3229 Popular ave., Memphis, Tenn.

**NUDAY CO., THE,** 17510 Wyoming, Detroit 21, Mich. Automobile wheel alignment testing equipment. **Adv. Agcy.** — Brown Art Corp., Detroit, Mich.

**NUFFIELD EXPORTS, LTD.,** Cowley, Oxford, England. Morris, MG, Riley and Wolseley cars. Sir Leonard Lord, K.B.E., chmn.; J. R. Woodcock, vice-chmn., W. Hobbs, secy.; L. A. Beare, dir. and mgr. **Adv. Agcy.** — Dorland Advertising Ltd., London, England.

**NU ORM PLANS, INC.,** 1015 S. La Cienega blvd., Los Angeles 35, Calif. A plan of sales development, and customer relations program. Ruth M. Ormsby, pres.; A. Z. Davis, vice-pres.

**NU-WIPE—LACQUERWAX, INC.,** 57 N. Washington, Plainville, Conn. Wiping tissue, tar remover, liquid wax, cleaner. Charles B. Webster, pres., sales mgr.; Mrs. Ann P. Webster, vice-pres.; Alfred Roy, treas.

**NYLEN PRODUCTS, INC.,** U. S. 12, Bridgman, Mich. Grey iron pistons, aluminum pistons, piston pins, cylinder sleeves, sleeve assemblies. John A. Nylen, founder; Martin J. Tretheway, pres., gen. mgr.; Paul Auringer, vice-pres., plant engr.; Richard Brown, secy.-treas.; Donald L. Lawrick, office mgr., pur. agt.; William A. Aldred, eastern and midwest reg. sls. mgr.; R. Wayne Funderburg, western regional sales mgr. **Det. Rep.**—Wm. A. Aldred, U. S. 12, Bridgman, Mich. **Adv. Agcy.**—Mayard Sales & Adv. Counsel, Benton Harbor, Mich.

## O

**O. E. M. PRODUCTS CO.,** 2342 N. Cicero ave., Chicago 39, Ill. Metal brake lines, spark plug wrenches, garage exhaust removal system adapters and heater fittings and valves. Sam Gale, pres.; Robert C. Sanderson, secy. **Adv. Agcy.**—Burlingame-Grossman, Chicago, Ill. Morrie Harvis, acct. exec.

**O & S BEARING & MFG. CO.,** plant and general offices—777 West Eight Mile rd., Whitmore Lake, Mich. Self lubricating bearings, bushings, tie rod ends, tie rod and drag link assemblies, leaf spring inserts. Universal ball joints for suspension members and control linkage rod ends. Newton Skillman, pres.; Newton Skillman jr., vice-pres. and gen. mgr.; Thomas C. Evans jr., secy-treas.; Fred R. Smith, sales mgr.; Axel W. Kogstrom, chief engr.; T. C. Evans jr., pur. agt.

**OAKITE PRODUCTS, INC.,** 19 Rector st., New York 6, N. Y. Cleaning materials for carburetor, engine, chassis; compounds for crankcase sludge removing, radiator cleaning, rust preventing, rust removing, scale removing, paint stripping; solvent cleaning materials for oil, carbon and grease removing; steam cleaning equipment and materials. J. A. Carter, pres.; D. S. Ball, 1st vice-pres.; H. Liggett Gray, 2nd vice-pres.; E. Lingle, vice-pres.; F. L. Oldroyd, vice-pres. and gen. sales mgr.; V. D. Smith, vice-pres.; James Beckett, treas.; J. J. Basch, res. and prod. dev. mgr.; G. M. Seib, secy.; Stanley L. Remlein, pur. agt.; Fred M. Oliver, mgr., Automotive Div. **Det. Division Mgr.**—T. R. Smith, 8-237 General Motors bldg., Detroit 2. **Adv. Agcy.** — Marsteller, Rickard, Gebhardt and Reed, Inc., New York 17, N. Y. Samuel Wildfeir, acct. exec.

**OAKMAN MFG. CO.,** 6600 E. Nine Mile rd., Van Dyke, Mich. Metal stampings, bumper guards, plated products. Harry Freedland, pres.; Benjamin P. Freedland, exec. vice-pres.; Max E. Derin, vice-pres.; Charles N. Shere, secy.; Leonard Tierman, treas.; Edward Figel, oper. mgr.; Edward R. Shonberg, pub. rel.

**OFFENHAUSER EQUIPMENT CORP.,** 5156 Alhambra ave., Los Angeles 32, Calif. Manufacturer and distributor of automotive power equipment. Fred C. Offenhauser, pres.; James W. Ayles, sales mgr.; Carl Offenhauser, chief engr. **Det. Rep.**—Factory direct.

**OHIO CRANKSHAFT CO., THE,** 3800 Harvard ave., Cleveland 5, O. Induction heating equipment, camshafts, crankshafts. F. H. Pettay, pres.; M. J. Hoke, vice-pres.; W. E. Benninghoff, vice-pres., gen. mgr.; P. T. Koenig, secy.-treas.; A. H. Schott, works mgr.; L. C. Schweitzer, sales mgr.; W. A. Berger, serv. mgr.; B. D. Seidel, pur. agt.; F. V. Mika, serv. parts mgr.; F. Nemeth, traf. mgr. **Det. Rep.**—W. K. Ginman, dist. mgr., 30100 Stephenson hwy., Madison Heights, Mich. **Adv. Agcy.**—Carr Liggett Advertising, Inc., Cleveland 14, O. John F. Wilson, acct. exec.

**OHIO PISTON CO., THE,** 5340 Hamilton ave., Cleveland 14, Ohio. Pistons, piston pins, cylinder sleeves, cylinder sleeve assemblies. K. McKinley Smith, pres.; E. Gough, treas.; C. F. Buker, sales mgr.; W. K. Sidley, vice-pres.; C. J. Winter, pur. agt.

**OHIO RUBBER CO., a Div. of The Eagle Picher Co., Willoughby, O.** Molded, extruded, rubber-to-metal mechanical rubber products; automobile floor mats, miscellaneous mats, weatherstrip, tubing, vibration mountings, handle grips, semi-pneumatic tires (wheel goods, industrial, agricultural), defroster hose, tracks for track-laying vehicles (military and industrial), flexible vinyl parts and perforated materials. Products manufactured from natural, synthetic, silicone and polyurethane rubbers in all sizes, shapes and colors for original equipment and industrial applications by automotive, agricultural, wheel goods, appliance electrical, sporting goods and other manufacturers. H. F. Salford, pres.; M. J. Marsh, exec. vice-pres.; R. A. Mertz, vice-pres. mfg.; R. C. Kremer, vice-pres. gen. sales; R. Dean Thomas, vice-pres., mgr. Calif plant; Cyril J. Edwards, vice-pres., automotive sales; A. B. Bourquard, treas.; S. A. Edgell, contr.; R. V. Fisch, dir. engrg.; H. W. Schultz, products engr.; F. Turner, mgr. prod.; T. C. Pearson, traf. mgr.; J. D. Clements, pur. agt.; E. H. Witt, pub. rel. mgr. **Det. Rep.**—C. J. Edwards, vice-pres., 2210 Fisher bldg., Detroit 2. **Adv. Agcy.** —G. M. Basford Co., Cleveland, O. E. S. Banasik, acct. exec.

**OIL-DRI CORP. OF AMERICA,** 520 N. Michigan ave., Chicago 11, Ill. Manufacturers of Oil-Dri absorbents, Non-Slip paint and dispenser. Nick Jaffee, pres.; Robert D. Jaffee, vice-pres.; Leo P. Jaffee, treas.; Woodrow A. Jaffee, sales mgr.; A. L. Swerdlik, gen. mgr. **Adv. Agcy.**—Burlingame and Grossman, Chicago, Ill. Sam Grossman, acct. exec.

**OILGEAR CO.,** 1560 W. Pierce st., Milwaukee 4, Wis. Fluid power pumps, motors, transmissions, cylinders, valves, accessories. W. G. Prasse, pres.; R. D. Pakenham, secy. and treas.; H. Seifert, works mgr.; F. G. Kuhagen, vice-pres. and sales mgr.; H. L. Crull, asst. sales mgr.; M. E. Engebretson, adv. mgr.; Ernst Wiedman, chief engr.; Harold Jungbluth, pur. agt.; L. Flannery, traf. mgr. **Det. Rep.** — Clarence Paneitz, 10600 Puritan ave. **Adv. Agcy.**—Bert S. Gittins Advertising, Inc., Milwaukee, Wis. Robert Mueller, acct. exec.

**OLD REPUBLIC LIFE INSURANCE CO.,** 307 North Michigan ave., Chicago 1, Ill. Credit life, accident and health insurance. James H. Jarrell, pres.; Arthur J. Cade, exec. vice-pres. and sales mgr.; C. M. McNeill, secy.-treas.; W. K. Poulsom, asst. secy.-treas. and actuary. **Adv. Agcy.** —Proebsting-Taylor & Co., 100 East Ohio st., Chicago 1, Ill. Carl J. Dueser, acct. exec.

**OLDBERG MFG. CO.,** 620 7th st., Grand Haven, Mich. Exhaust mufflers. C. W. Kitzinger, pres., gen. mgr.; Floyd E. Deremer, vice-pres.; Frank Coburn, secy.; Ralph G. Rule, treas.; Victor D. Zvoleff, works mgr.; Hazen S. Carson, dir. of pur.; T. E. Hoover, sales mgr.; Floyd E. Deremer, chief engr.; L. F. Kent, pur. agt. **Det. Rep.**—T. E. Hoover, H. S. Carson, traf. and receiving, A. C. Green.

**OLDSMOBILE DIV., General Motors Corp.,** Townsend st., Lansing 21, Mich. Passenger cars, replacement parts. J. F. Wolfram, gen. mgr. of Oldsmobile Div. and vice-pres. of General Motors Corp.; B. N. Barber, gen. mdse. mgr.; E. W. Schuon, div. comptr.; R. T. Rollis, gen. mfg. mgr.; V. H. Sutherlen, gen. sales mgr.; G. J. Clemeson, asst. sales mgr.; S. F. Mehring, asst. sales mgr.; J. J. Dobbs, exec. asst. to gen. sales mgr.; W. J. Buxton, gen. serv. mgr.; J. H. Handley, parts and acc. mgr.; H. N. Metzel, chief engr.; T. E. Darnton, dir. of pur.; A. S. Corwin, traf. mgr.; M. J. Seaton, sales prom. mgr.; L. A. Grobe, adv. mgr. **Adv. Agcy.**—D. P. Brother & Co., Inc., Detroit, Mich. Val Corradi, acct. exec.

**OLIN ALUMINUM, Div. Olin Mathieson Chemical Corp.,** 400 Park ave., New York 22, N. Y. Olin aluminum sheet, coils, bar, rod, extrusions, and other fabricated parts. Walter F. O'Connell, vice-pres.; J. M. Welch, dir. field sales.

**OLIN MATHIESON CHEMICAL CORP., Automotive Products,** 10 Light st., Baltimore 3, Md. Puritan brake fluids; penetrant; flushing fluid; shock and jack oil and gasket seals. Pyro antifreeze and cooling system chemicals; private label brake fluid and anti-freezes. James C. Laney, mgr., auto. prod.; J. E. Moore, sales mgr., natl. brands; A. E. Tongue, sales mgr., natl. accts.

**OLSON CORP., J. B. E.,** 1740 Broadway, New York 19, N. Y. Aluminum delivery truck bodies and aluminum van panel bodies. Wallace B. Spielman, pres.; Herbert H. Spielman, vice-pres. in chge. of sales; Edward J. Scherer, secy.; Edgar Parker, adv. and sales prom. mgr.; Norman B. Kossoff, parts mgr. **Det. Rep.** —J. John Smith, Detroit 2, Mich. **Adv. Agcy.**—Philip I. Ross, 38 East 57 st., New York City.

**OMEGA SERVICE PARTS CORP. (rep. MESSKO of West Germany).** 350 Fifth ave., New York 1, N. Y. Tire gauges and other measuring instruments for the automotive trade. John P. Mermingas, pres.; Alexander Amarilios, sales mgr. **Adv. Agcy.** — Mann-Ellis, New York, N. Y. Fred Stern, acct. exec.

**ONEIDA PRODUCTS, Div. Henney Motor Co., Inc.,** Canastota, N. Y. Bus bodies, sheet and metal work. C. Russell Feldmann, pres.; C. W. Trout, vice-pres., sales dir.; W. T. DeCapua, vice-pres., oper.; Joseph V. McKee jr., secy.-treas.; C. B. Miller, contr.; D. E. Burns, asst. treas.; Harold R. Turner, chief engr.; B. H. Crowell, pur. agt.; Julio Zuniga, export mgr.; William T. DeCapua, works mgr.

**ORRVILLE BODY CO.,** W. Pine st., Orrville, O. Truck, crane, grader, crane carrier cabs, and sheet metal parts. John A. LeChot, pres., treas.; Wallace G. Vetter, vice-pres., secy. and gen. mgr.; R. D. Hoffman, chief engr.; Robert Shearer, pur. agt.; George Hanson, acct. mgr.; Donald Musser, prod. mgr.; Herbert Sollenberger, pub. rel. mgr.

**ORRVILLE METAL SPECIALTY CO.,** 1330 N. Main st., Orrville, O. Truck, road machinery and truck sleeper cabs, sheet metal assemblies. Julius Fejes, pres.; John C. Halloran, vice-pres.; Harold C. Kropf, secy.; Robert C. Seiwert, treas.; Dwight Bowers, works mgr.; Roger H. Berkey, chief engr.; R. H. Bender, pur. agt.; Merl Haley, traf. mgr. **Det. Rep.**—M. S. Owens, 835 Harcourt dr., Grosse Pointe.

**ORSCHELN BRAKE LEVER MANUFACTURING CO.,** 1177 N. Morley, Moberly, Mo. Emergency brake levers and brake cables. W. C. Orschein, pres.; Charles M. Hirst jr., exec. engr.; H. G. Brown, asst. chief engr.

**OSBORN MANUFACTURING CO. (Brush Div.),** 5401 Hamilton ave., Cleveland 14, O. Industrial brushes and brushing machines. Franklin G. Smith, bd. chmn.; Norman F. Smith, pres.; E. V. Dowden, vice-pres. and mgr. Brush Div.; R. O. Peterson, vice-pres., eng.; E. L. Andrews, secy.; J. P. Gaeth, treas.; A. J. Chandler, sales mgr.; G. H. Culp, asst. sales mgr.; R. M. Draper, mgr. mktg.; F. T. Turner, mgr. indl. sales; R. M. West, adv. and sales prom. mgr.; F. T. Kedzior, sales serv. mgr.; S. J. Futty, pur. agt.; V. E. Kwiatt, traf. mgr. **Det. Sales Office:** 10701 W. McNichols rd., Detroit 21, Mich. **Adv. Agcy.**—Griswold-Eshleman Co., Terminal Tower, Cleveland 13, O. W. J. Pelich, acct. exec.

**OSBORN MANUFACTURING CO. (Machine Div.),** 5401 Hamilton ave., Cleveland 14, O. Foundry molding machines and equipment. Franklin G. Smith, bd. chmn.; Norman F. Smith, pres.; Leon F. Miller, vice-pres.; E. L. Andrews, secy.; J. P. Gaeth, treas.; E. K. Hatch, asst. mgr.; E. B. Smith, sales mgr.; E. J. Texler, asst. sales mgr.; R. M. West, adv. and sales prom. mgr.; S. J. Futty, pur. agt.; V. E. Kwiatt, traf. mgr. **Det. Sales Office:** 10701 W. McNichols rd., Detroit 21, Mich. **Adv. Agcy.** — Griswold-Eshleman Co., Terminal Tower, Cleveland 13, O. W. J. Pelich, acct. exec.

**OTIS ELEVATOR CO.,** 260 Eleventh ave., New York 1, N. Y. Passenger elevators, freight elevators, moving stairs (escalators), elevator entrances, electric dumbwaiters, hoists. LeRoy A. Petersen, pres.; Fayette S. Dunn, secy.; H. R. Fardwell, treas.; E. W. Hines, vice-pres., chge. of sales; Donald Shannon, pub. rel. mgr.; G. H. Gotthardt, adv. mgr.; J. F. Lawson, serv. mgr.; A. W. Paulson, chf. engr.; S. P. Collins, pur. agt.; M. J. Cavanaugh, pass. traf. mgr. **Det. Rep.**—V. G. Hahn, 950 W. Fort st., Detroit 26, Mich. **Adv. Agcy.**—G. M. Basford Co., 60 E. 42nd st., New York 17, N. Y. J. C. Snape, vice-pres., acct. exec.

**OTTAWA STEEL DIV., Young Spring & Wire Corp.,** 435½ S. Main st., Ottawa, Kans. Ottawa truck-mounted backhoe, for mounting on Chevrolet ¾-ton trucks and larger. N. D. Ely, pres.; R. B. Robins, vice-pres.; A. W. Ackerman, secy-treas.; **Ottawa Div.:** E. L. Johnson, gen. mgr.; I. K. Knight, sales mgr.; Lola B. Shaw, adv. mgr.; Ross E. Johnson, serv. mgr.; R. B. Jenkins, chief engr.; H. A. Martin, pur. agt.; R. C. Winchester, traffic mgr. **Adv. Agcy.**—Merritt Owens Adv. Agency, Inc., Kansas City, Kans. Merritt Owens, acct. exec.

**OUIMET STAY & LEATHER CO.,** 31 Monument st., Brockton 64, Mass. Fender welt, wireon, hidem, cord welt, gimp, bias binding. Emil R. Ouimet, treas.; E. Arthur Rivoire, sales mgr.

**OVERHEAD HEATERS, INC.,** 1612 Book bldg., Detroit 26, Mich. Shafconaire oil and gas fired heaters for space heating garages, warehouses, industrial plants, service stations. T. E. Trese, pres. and gen. mgr.; A. J. Schuttie, secy.; N. E. Trese, vice-pres. and treas.; L. J. Perron, bus. mgr. **Adv. Agcy.**—E. C. Watkins & Co., Detroit, Mich. E. C. Watkins, acct. exec.

**OWATONNA TOOL CO.,** 348 N. Cedar st., Owatonna, Minn. Regular and special hand tools, manual and hydraulic pullers, shop presses. A. R. Kaplan, pres.; R. R. Barnard, secy.; Robert Allyn, gen. sales mgr.; John Mullenmeister, ind. sales

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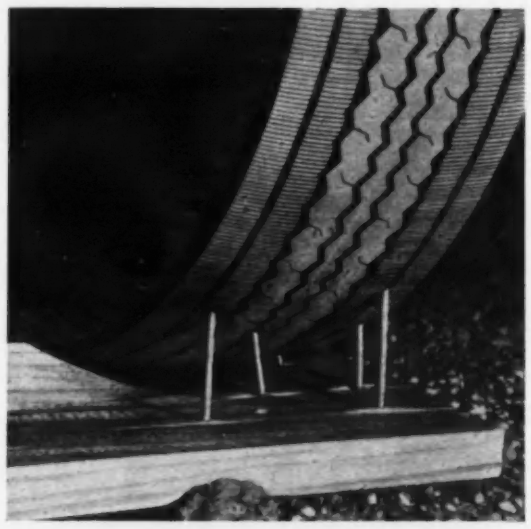
## LIFE-SAVER Silvertown

### seals punctures permanently

Most of your profitable change-over sales will be made with this tire—because the feature-full LIFE-SAVER Silvertown is the finest, safest, smartest-looking tire in the world. It's tubeless, of course, made of tough nylon cord, with a new, narrow white sidewall design. Exclusive cross-cut tread—with countless gripping edges—makes stopping safe and sure. But, most important, the LIFE-SAVER Silvertown puts an end to puncture flats. Its patented sealant holds a puncturing nail in an air-tight vise. When the nail is removed, the sealant follows it into the hole, and makes a permanent repair.



## SILVERTOWN 125

### Safer at HIGHER SPEEDS

Many new car sales you'll make this year will be to men whose car is their office. Or men and women in the wide open spaces whose regular driving needs take them 200 miles on a routine trip. For these drivers, B.F.Goodrich has created the Silvertown 125—for sustained, higher speed driving. Like the LIFE-SAVER, this high-profit tire is tubeless and has the same modern sidewall design to match the new low-look of the cars you sell now. The biggest sell-up feature of this change-over tire is Super-V Cord Construction—six plies of nylon with reduced cord angle to prevent standing waves at higher speeds. (See right.)

**ORDINARY TIRE** buckles at high speeds . . . causes severe damage, tears the tread apart.

**SILVERTOWN 125,** with reduced cord angle, resists distortion . . . rides safer at speeds far faster than you should ever drive.

### NEW CAR DEALERS!

### MAKE MORE PER SALE WITH THESE HIGH-PROFIT PREMIUM TIRES!

B.F.Goodrich has doubled your chances for change-over sales. Now—by displaying *two* top tires on your showroom floor—you have an opportunity for higher profits with two different types of customers.

First there's the famous LIFE-SAVER Silvertown, the tire that seals punctures permanently. It's worth selling-up to the man who wants the safest all-around tire made. Then there's the Silvertown 125, an all-new, 6-ply tire for the man who wants safety at higher speeds.

Both tires are advertised in *Time*, *Sports Illustrated*, and *Holiday*—magazines that reach your best prospects for change-over sales.

### B.F. Goodrich CHANGE-OVER PLAN

**1.** Don't carry an inventory of tires unless you want to. Your local BFG dealer supplies them *as you need them.*

**2.** No trouble with trade-in tires. Your BFG dealer takes original equipment tires so you won't have to "work-out" the trade-in.

**3.** Prices are computed for you. No worry about exchange prices or market prices. All of this is worked out on a handy pocket price card. Each of your salesmen will have exchange price lists for both the LIFE-SAVER Silvertown and Silvertown 125.

**4.** No service problems. If you prefer, your local BFG dealer handles all service requirements.

To help sell these change-over tires, put them on floor models and demonstrators, give cash incentive awards to salesmen and service personnel, and sell-up every new car buyer!

Find out more about BFG's Change-Over Plan. Call your nearest B.F.Goodrich office today, or write B.F.Goodrich Tire Company, Akron, Ohio.

***NOW'S THE TIME TO CHANGE OVER TO THE B.F.Goodrich CHANGE-OVER PLAN!***

**B.F.Goodrich** ***Silvertown tires***

© The B. F. Goodrich Company

**ENJAY BUTYL** fabulous new rubber

*Best reason for putting a new tube into every tire*

*The families of all your customers are worth the slight cost of putting a new inner tube of Enjay Butyl rubber into every new or recapped tube-type tire purchased, or into a tubeless tire that may resist repair. Nothing retains air better than a Butyl inner tube. And a new tube can add immeasurably to driving safety, enjoyment and peace of mind. More and more parts throughout today's cars are now being made of this versatile rubber.*

ENJAY

ENJAY COMPANY, INC., 15 West 51st Street, New York 19, N. Y.
Other Offices: Akron · Boston · Charlotte · Chicago · Detroit · Los Angeles · New Orleans · Tulsa

ENJAY BUTYL

# Who's Who in the Auto Industry

(Continued)

mgr.; C. Kyle Peterson, adv. mgr.; D. J. Kaplan, chief engr.; C. P. Kaplan, pur. agt.; R. H. Brown, sales prom. mgr.

**OWENS-CORNING FIBERGLAS CORP.,** National Bank bldg., Toledo 1, O. Fibrous glass thermal and acoustical insulations, fiberglass re-enforced plastics, fibrous glass textile products, fibrous glass mat products, fibrous glass molded products. Harold Boeschenstein, pres.; J. M. Briley, vice-pres., gen. counsel; Games Slayter, vice-pres., research; J. H. Thomas, vice-pres. and gen. mgr., Textile div.; W. M. Keller, vice-pres., sales mgr. (Textile Prod. Div.), 16 E. 56th st., New York, N. Y.; L. R. Kesseler, vice-pres. and gen. mgr.; (gen. prod. div.); W. H. Curtiss, vice-pres., gen. mgr. (Pacific Coast div.); B. E. Boyd, vice-pres. mfg.; H. R. Winkle, fin. vice-pres. and treas.; Ben S. Wright, vice-pres., pur. and trade rel.; C. G. Staelin, secy.; E. W. Smith, vice-pres. (residential insulation); E. J. Detgen, vice-pres., gen. sales mgr.; W. D. Crelley, adv. dir.; J. M. Johns, mgr. transp. sales; G. K. Hammond, mgr. auto. sales; Wm. Boeschenstein, Detroit branch mgr. **Det. Reps.**—H. T. Cusic, T. J. Fairhurst. **Adv. Agcy.**—McCann-Erickson, Inc., New York. F. Anderson, acct. exec.

**OWOSSO MFG. CO., Div. of The Mitchell-Bentley Corp.,** 108 N. Chipman st., Owosso, Mich. Automotive trim, automotive bodies. Don R. Mitchell, pres.; Calvin P. Bentley, chmn. of bd.; Wm. F. Mitchell, vice-pres.; H. Kirk White, vice-pres.; A. A. Allie, factory mgr.; J. Waters, per. mgr. **Adv. Agcy.**—Brindley-Roth, Inc., Detroit, Mich. R. Benton Brindley, acct. exec.

## P

**P & C TOOL CO.,** P. O. Box 5926, Milwaukee Branch, Portland 22, Ore. Mechanics hand tools. J. Earl Jones chmn. of bd.; B. H. McClain, pres.; A. L. Platky, sales mgr.; C. W. Geist, treas.; R. Olson, works mgr. **Adv. Agcy.**—Pacific National Advertising Agency, Portland, Ore. George Griffis, acct. exec.

**P & D MFG. CO., INC.,** 1902 Steinway st., Long Island City 5, N. Y. Ignition replacement parts, coils, voltage regulators, distributors and fuel pumps. Peter Piffath, pres.; Ralph Piffath, vice-pres.; Gerald Piffath, secy.; Berthold Danziger, treas.; C. S. Rogers, gen. mgr. **Adv. Agcy.**—LaPorte and Austin, New York, N. Y.

**P & G MANUFACTURING CO.,** 305 N. E. Russell st., Portland 12, Ore. P & G valve-gappers for gas and diesel engines; P & G Cam-Chek-instrument for quick positive measurement of cam lift or wear; P & G Bloc-Chek-combustion leak tester; P & G "No-Key" portable ignition switch. John K. Paulson, pres.; H. Gordon Green, vice-pres., pub. rel. mgr.; Paul O'Connor, secy.; Stanley Miller, chf. engr.; Bob Goahart, gen. mgr.; Leo Hickman, sales mgr.; Virgil Burghard, traf. mgr.; Lyle Peters, adv. mgr.; Raymond C. Paulson, pur. agt. **Det. Rep.**—Edward E. Walter, 16950 Buckingham, Birmingham, Mich. **Adv. Agcy.**—Richard Montgomery, & Associates.

**P. O. B. MFG. CO., INC.,** 3215 Colerain ave., Cincinnati 25, O. Sealing compound, rubber cements. Joseph A. Gutting, vice-pres. and gen. mgr. **Det. Rep.**—R. Grey Firth, 22285 Michigan ave., Dearborn 7, Mich.

**PAASCHE AIRBRUSH CO., (Div. of Cline Electric Mfg. Co.),** 1909 West Diversey pkwy., Chicago 14, Ill. Spray guns, booths, spray painting equipment, air-compressors, airpainting units, automatic lubricating systems. P. Benke, vice-pres., gen. mgr., secy.; D. Ahrens, sales mgr.; W. A. Sharman, contr.; J. Welch, adv. mgr.; R. Reed, chief engr.; K. Lape, pur. agt. **Det. Rep.**—J. Ebert, 18450 Livernois ave., Detroit 21, Mich.

**PACE CORP.,** 1132 Kansas, Republic, Tenn. Metal stampings, welding and assembly, automatic screw machinery. L. C. Pace, pres., sales mgr.; D. O. Corey, vice-pres.; R. Nicolol, chief engr.; P. W. Cook, pur. agt.

**PACIFIC FINANCE CORP.,** 621 S. Hope st., Los Angeles 17, Calif. Automobile financing, personal loans, multiple lines insurance. Maxwell C. King, pres.; G. A. Bigley, exec. vice-pres.; B. C. Reynolds, vice-pres. secy.; Elliott Taylor, vice-pres.; M. L. Goeglein, vice-pres.

**PACIFIC LUBRICANTS CO.,** 5807 E. Beverly blvd., Los Angeles, Calif. Industrial and automotive molybdenum oils and greases. Ernest J. Newhouse, pres.; Bobbie O'Boyle, secy.; John Beach, gen. mgr.; John Merlino, pur. agt.; Walter Wall, works mgr. **Adv. Agcy.**—Vanderboom, Hunt and McNaughton, Inc., Los Angeles.

**PACIFIC MILLS AUTO FABRICS, Div. of Pacific Mills Domestics Corp.,** 1430 Broadway, New York 18, N. Y. M. G. Gay, vice-pres.; Lee F. Coy, mgr. **Det. Rep.**—Nelson A. Butler, 18401 E. Warren ave., Detroit 36, Mich.

**PACKARD ELECTRIC DIV., General Motors Corp.,** Warren, O. C. C. Rigsby, gen. mgr.; C. P. Christman, fact. mgr.; R. J. Montgomery, gen. sales mgr.; C. B. Hamilton, mgr. equip. cable sales; O. L. Hamilton, merch. mgr.; R. W. Henry, Chicago dist. mgr. (equipment); L. H. Huber, western dist. mgr. (equipment). L. C. Wolcott, chief engr.; D. E. Tritten, procurement mgr. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. Craig Miller, acct. exec.

**PALM FECHTELER & CO.,** 85 Maple st. Weehawken, N. J. Decaliomania. Alphonse Bihr, chmn. of bd.; Edwin G. Mettler, pres. and works mgr.; Wm. G. F. Botzow, vice-pres. and secy.; Angelo Perangelo, treas. **Det. Rep.** — Matthew Batus, 21 East Van Buren st., Chicago 5, Ill.

**PALMER-BEE CO.,** Exec. offices: Opdyke rd. and G.T.R.R., Bloomfield Hills, Mich. Manufacturing facilities: Marysville, Mich. Conveyor systems and allied equipment, Beehive automated storage systems, power transmitting machinery, structural and plate fabrication. George A. Bee, pres., gen. mgr.; George R. Kew, exec. vice-pres.; William C. Bee, vice-pres., sales; D. N. Sweeny, secy.; A. J. Leckie, asst. secy.; E. C. Temple, asst. treas.; J. B. Newman, comptr.; Dean V. Brown, vice-pres., mfg.; Louis Werner, chf. conveyor engr.; T. Raeside, chf. steel mill engr.; H. J. McIntyre, dir. of pur.; L. E. Gannon, adv. mgr.

**PALNUT CO.,** 61 Glen rd., Mountainside, N. J. Lock nuts, fasteners. J. R. Hotchkin, pres.; E. L. Johnson, sales mgr. and adv. mgr. **Det. Rep.**—Wm. R. Donaldson, 730 W. Eight Mile rd., Detroit.

**PANTASOTE CO.,** 26 Jefferson st., Passaic, N. J. Coated fabrics, unsupported vinyl film, plastic wall covering material. Hans Wyman, pres.; Messrs. C. A. Wyman, H. W. Wyman, John D. Foley, S. D. Maloney, vice-presidents; J. Scholer, secy.-treas.; John D. Foley, works mgr.; S. D. Maloney, sales mgr.; R. A. Johnson, chief engr.; E. D. Randall and J. F. Cutschalk, pur. agt.

**PARAMOUNT FABRICATING CO.,** 1644 W. Lafayette, Detroit 16. Body hardware, hinges. John C. Griffin, pres. and gen. mgr.; Clare A. Jakeway, secy.-treas.; Merle A. Knight, prod. mgr.; Howard M. Davidson, sales mgr.

**PARISH PRESSED STEEL DIV. of Dana Corp., Reading, Pa.** Passenger car and truck frames, truck side rails, farm machinery, railroad car, heavy welded and machined assemblies, metal parts for missile programs. H. B. Bartlett, gen. mgr.; O. G. Carner, asst. secy.; S. L. Whitehall, sales mgr.; M. L. Fox, chf. engr.; E. R. Kohl, dir. of pur. **Adv. Agcy.**—Beaumont, Heller & Sperling, Inc., Reading, Pa.

**PARK CHEMICAL CO.,** 8674 Military ave., Detroit 4, Mich. Automotive chemicals and polishing products. W. P. Woodside jr., pres.; H. D. Kitchen, exec. vice-pres., secy.; P. H. Kramer, vice-pres. res. and mfg.; C. R. Foreman, vice-pres. sales; L. M. Olson, sales mgr. auto chemicals div. **Adv. Agcy.**—Marvin Hahn Adv., Detroit, Mich. Marvin Hahn, acct. exec.

**PARKER-HANNIFIN CORP.,** 17325 Euclid ave., Cleveland, O. Tube and hose fittings, synthetic rubber o-rings, custom molded rubber parts, hydraulic valves and accumulators. S. B. Taylor, pres., gen. mgr.; R. W. Cornell, D. W. Holmes, R. H. Davies, E. G. Peterson, vice-presidents; F. E. Buescher, secy.; H. C. Cogan, treas.; D. A. Cameron, gen. sales mgr.; S. E. Voran, adv. pub. rel. and sales prom. mgr.; Paul Kozak, asst.; H. H. Krause, pur. agt. **Det. Reps.**—R. G. Miller, 963 Floyd rd., Birmingham, Mich. and A. N. Aiman, 565 Westbourne dr., Birmingham, Mich. (Rubber Products). **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland, O. John Ayers, acct. exec.

**PARKER-KALON DIV., General American Transportation Corp.,** Clifton, N. J. Self-tapping screws, socket screws, screwnails, masonry nails, wing nuts. Louis Goldburg, pres.; Eli Ogulnick, gen. mgr.; Harold Rosenberg, works mgr.; S. S. Kahn, gen. sales mgr.; Harold Elfenbein, mktg. and adv. mgr.; C. J. Geis, sales prom. mgr.; Louis Lovisek, chief engr.; Robert Tulin, pur. agt.; Matty Breen, traf. mgr.; P. J. Hagan, mgr. employe rel. **Det. Rep.**—Gordon Mitchell, 1614 Kales bldg. **Adv. Agcy.** — Edward H. Weiss & Co., Inc., 360 N. Michigan blvd., Chicago, Ill. George King, acct. exec.

**PARKER PRODUCTS, INC.,** 1415 Washington ave., S. Minneapolis 4, Minn. Directional signals, bug screens, etc. Rudy Luther, pres.; K. C. Glaser, vice-pres. and secy.-treas. Don Olson, vice-pres. and gen. mgr. dir. of sales; Larry Paquay, chief engr.; Romy Rosen, works mgr. 110 Washington st., New York, N. Y.

**PARKER RUST PROOF CO.,** 2174 E. Milwaukee ave., Detroit 11, Mich. Metal finishing and cold forming processes. R. W. Englehart, pres.; G. E. Luke, vice-pres.; M. B. Roosa, exec. vice-pres.; J. F. Rankin, treas.; M. V. Wallace, secy.; W. W. Seeley, compt.; N. A. Baker, chief engr.; E. B. Thompson, gen. sales mgr.; E. W. Richards, tech. dir.; R. I. Peterson, serv. mgr.; J. W. Helms, adv. and pub. rel. mgr. **Adv. Agcy.**—Fred M. Randall Co., Detroit, Mich. L. Crooks, acct. exec.

**PARKER WOLVERINE DIV., The Udylite Corp.,** 2531 Scotten ave., Detroit 9, Mich. Bonderizing, priming, finish enameling, lacquering, graining and assembling. C. H. Reeme, pres.; L. V. Nagle, exec. vice-pres.; H. S. Maynard, secy.; A. L. Barak, treas.; Willis Bartski, gen. mgr.; R. C. Trees, adv. mgr. **Adv. Agcy.**—Jaqua Advertising Co., Detroit, Mich.

**PARKWAY AUTO SEAT COVER CO., INC.,** 2015 Revere Beach pky., Everett, Mass. Auto seat covers. Mitchell Weiner, pres.; Abraham Steinhart, treas.; Julius Hodges, works mgr.

**PATTERSON, WM. N.,** 518 Maccabees bldg., Detroit 2, Mich. Vibro-pneumatic Industrial Cleaner. Wm. N. Patterson, owner.

**PAUL-MARSH CO.,** 520 W. Fort st., Detroit 26, Mich. Automatic Transmission Service Training Manuals. Marshall Chambers, pres., Paul W. Georgeau, vice-pres. **Det. Rep.**—George H. Williams, 520 W. Fort st., Detroit, Mich.

**PEER, INC.,** 1200-48 Milton st., Benton Harbor, Mich. Battery chargers and resistance welding equipment. Alton B. Parrott, pres.; A. B. White, chief engr. **Adv. Agcy.**—Maynard Sales and Advertising, Benton Harbor, Mich.

**PEERLESS NOVELTY CO.,** 105 Fulton, Grand Haven, Mich. Sun visor hardware, ash receptacle, miscellaneous stampings, finished and unfinished. Warren H. Stansberry jr., pres. and gen. mgr.; Arthur C. Kieft, vice-pres.; George W. Pardee, sales mgr.

**PENFIELD PETROLEUM PRODUCTS, INC.,** 136-30 38th ave., Flushing 54, N. Y. Motor oils, automotive chemicals, anti-freeze, motor cleaner and conditioner, automotive transmission fluid, oil filter replacements, greases. Dave Salzberg, pres.; Monroe Greenberg, secy.-treas.

**PENN FIBRE & SPECIALTY CO., INC.,** 2030 E. Westmoreland st., Philadelphia 34, Pa. Vulcanized fibre and laminated phenolic sheets, rods and tubes; washers for carburetors and electrical insulation, vulcanized fibre body working tools. C. Cooper Davis, pres., gen. mgr.; William K. Davis, vice-pres., sales, adv. and pub. rel. mgr.; William H. Frey, secy.-treas. and pur. agt.; Frank Franks, works mgr.; John Doroffee, chief engr.; Elwood Ollis, traf. mgr.

**PENNSYLVANIA GRADE CRUDE OIL ASSOC.,** P. O. Box 96, Oil City, Pa. Research, advertising and licensing agency for producers, refiners and marketers Pennsylvania crude oil and its products. J. P. Jones, 52 Boylston st., Bradford, Pa., pres.; G. J. Hanks, Box 78, Oil City, Pa., A. C. Simmons, Bradford, Pa. vice-presidents; F. B. Dow, 930 Munsey bldg., Washington, D. C., vice-pres., gen. counsel; Samuel Messer, Quaker State Oil Ref. Corp., Oil City, Pa., treas.; W. C. Wenzel, P. O. Box 96, Oil City, Pa., exec. mgr. **Adv. Agcy.** — Meldrum & Fewsmith, Inc., Cleveland, O. A. B. Meldrum, acct. exec.

**PENNSYLVANIA REFINING CO.,** Butler, Pa. Paul R. Beck, pres., treas.; Meredith Hindman, sales vice-pres.; John A. Beck jr., mfg. vice-pres.; Dale T. Glenn, vice-pres. of Cleveland branch; Meredith H. Hindman, secy.; George A. Beck, pur. agt.; C. M. Deets, traf. mgr. **Adv. Agcy.**—Downing Industrial Adv., Inc.

**PENNSYLVANIA REFINING CO. (Gumout Div.),** 2686 Lisbon rd., Cleveland 4, O. Carburetor cleaner, motor oils, greases, gear lubricants, anti-freeze. Paul R. Beck, pres.; Dale T. Glenn, vice-pres.; Carl E. Bailey, plant supt.; J. H. Hughey, mktg. mgr.; Robert W. Lackner, sales mgr.; Grafton Fenker, dir. of research; John H. McClung, pur. agt.; Carl A. Weinsz, traf. mgr. **Det. Rep.**—C. W. Roy and E. A. O'Connor, 2970 W. Grand blvd. **Adv. Agcy.** — Aitkin-Kynett Co., Philadelphia, Pa. H. B. Montgomery, acct. exec.

**PENNSYLVANIA SALT MFG. CO.,** Three Penn Center Plaza, Philadelphia 2, Pa. Metal cleaners, drawing lubricants, phosphatizers, Foscoat and Fosbond process. Wm. P. Drake, pres.; Lee H. Clark, vice-pres.; A. H. Clem, gen. mgr., chem specialties div.; Hugh Land, gen. mgr., ind. chem. div.; Robert T. Mills, adv. mgr.; A. E. Miller, pur. agt.; J. G. Robison, traf. mgr.; W. A. Bishop, pub. rel. mgr. **Det. Rep.**—E. G. Warren, 2328 Buhl bldg., Detroit, Mich. **Adv. Agcy.**—The Aitkin-Kynett Co., Inc., 1400 S. Penn Square, Philadelphia 2, Pa. George Barnard, acct. exec.

**PENNSYLVANIA TIRE CO.,** Mansfield, O. Tires, tubes, batteries, Schrader goods, tread rubber and repair materials. E. V. Duffy, vice-pres.; H. B. Carpenter, vice-pres., mgr., govt. and mfrs. sales; D. E. Kirkpatrick, adv. sales prom. mgr.; B. L. Smith, asst. sales mgr.; N. W. Graham, mgr. stock regulation and prod. control; W. M. Hardy, mgr. export div. **Adv. Agcy.**—Fuller, Smith & Ross, Inc., Cleveland, O. Ed Martin, acct. exec.

**PENNZOIL DIV., South Penn Oil Co.,** Seneca st., Oil City, Pa. Motor oil, gasoline and lubricants. J. E. Selden, pres.; W. S. Zehrung sr., vice-pres.; A. W. Clinger, vice-pres. and mgr. wholesale sales; J. E. Osman, adv. mgr.; D. G. Proudfoot, vice-pres. lub. sales; A. V. Hoffman, vice-pres. ref.; J. G. Miller, vice-pres., gasoline sales; C. H. Thumm, export mgr.; R. M. Henry, pur. agt. **Adv. Agcy.**—Fuller, Smith and Russ, Inc., 1501 Euclid ave., Cleveland, O. E. J. Martin, acct. exec.

**PERFECT CIRCLE CORP.,** 522 S. Washington, Hagerstown, Ind. Piston rings and expanders, Plastigage, bearing adjusters, piston Nurlizers, Manulathes, cylinder sleeve castings. Don H. Teetor, chmn. of bd.; Wm. B. Prosser, pres.; Rufus Austin, sales mgr. (Mfrs' Div.); J. W. Kern, sales mgr. (Replacement Div.); Herman Teetor, vice-pres., dir. adv.; John Senn, adv. mgr.; W. B. Hartley, gen. pur. agt.; Leland Davis, traf. mgr. **Detroit Sales Offices:** Walter Johnson, mgr.; Robert Swearingen, Robert Gleason, George Frandsen, 10438 McNichols rd. W., Detroit 21. **Chicago Sales Office:** Joe Reed, mgr.; Len Ganderton, Leo Hunter, 522 Church st., Evanston, Ill. Export Dept., W. J. Platka jr., mgr., 2833 S. Calhoun st., Ft. Wayne, Ind. **Adv. Agcy.**—Henri, Hurst and McDonald, Inc., Chicago, Ill.

**PERFECT EQUIPMENT CORP.,** 804 W. Morgan st., Kokomo, Ind. Wheel balance weights for cars and trucks. Hilda S. Buck, pres.; Mabel L. Smissen, vice-pres.; Wm. P. Smissen, secy.-treas.; gen. mgr.; Huber Waggaman, asst. gen. mgr.; E. W. Roll, sales mgr.; Leonard A. Gibson Plant supt. **Det. Rep.**—W. A. Bottle, 14343 Forrer ave. **Adv. Agcy.**—Western Advertising Agency, Chicago, Ill. Paul Limerick, acct exec.

**PERFECTION AUTOMOTIVE PRODUCTS CORP.,** 925-33 W. Elizabeth, Detroit 1. Mich. Speedometer cables and assemblies, spotlights, tachometer cables, foglights, driving lights, muffler clamps and tail pipe brakets, hood and body accessories, choke and hood controls, truck mirrors, clearance lights, reflectors, fender skirts. S. Jos. Wallach, pres.; M. K. Wallach, treas.; C. J. Ash, secy.; Jerome M. Ash, sales mgr.; Harry Osterhaudt, pur. agt.; A. Spader, traf. mgr. **Det. Rep.**—Jerome M. Ash, 925 W. Elizabeth.

**PERFECTION GEAR CO.,** 152nd and Vincennes, Harvey, Ill. Gears, shafts, transmissions, differentials, transfer case. D. H. Daskal, pres., gen. mgr.; S. R. Wolff, vice-pres., sales mgr.; G. H. Daskal, secy., chief engr.; D. Davis, treas.; Geo. Daskal jr., works mgr.; Saul Belman, asst. sales; S. E. Ellison, pur. agt. **Det. Rep.** — Leo Styles, 2340 Book Tower. **Adv. Agcy.**—Arthur Mogge, Inc., 333 N. Michigan ave., Chicago, Ill.

**PERFECTION STEEL BODY CO.,** South East st., Galion, O. Hydraulic hoists, power takeoffs, dump bodies, platform stake bodies, hydro-power end gates, hydraulic pumps. Ralph Cobey, pres.; Herbert T. Cobey, vice-pres.; Geo. Hill, works mgr.; Martin Kruger, sales mgr.; George Hill, chf. engr.; Paul F. Mitzger, pur. agt.; M. C. Weber, traf. mgr.; Wm. Allwine, per.; L. H. Cleland, truck mfg. and govt. sales; R. N. Rick, adv. mgr.

**PERFEX CORP.,** 500 W. Oklahoma, Milwaukee 7, Wis. industrial cooling radiators, heat transfer products, coils for refrigeration and air conditioning. I. G. Bohrman, pres., treas.; V. R. Tate, exec. vice-pres., secy.; Fred Andersen, asst. secy., asst. treas.; E. H. Panthofer, vice-pres.; H. R. Wilson, sales mgr.; John Stenger, pur. agt.

**PERMACEL—LePAGE'S, INC.,** U. S. Highway No. 1, New Brunswick, N. J. (Sub. of Johnson & Johnson). PERMACEL industrial tapes, TEXCEL cellophane tape, LEPAGE adhesives, BONDEX. G. C. Riegger, pres. E. A. Gaudette, treas.; G. A. Fitzgerald, vice-pres. of sales; J. L. Callahan, dir. of cons. prod.; J. De Nola, mgr., trade sales; R. J. Anderson, dir. indus. prod.; F. W. Bartle, mgr., indus. adv.; J. S. Bably, pur. agt. **Adv. Agcy.**—The Aitkin-Kynett Co., 1400 South Penn Square, Philadelphia 2, Pa. Martin E. Goldman, partner.

**PERMAFUSE CORP.,** 675 Main st., Westbury, N. Y. Bonding adhesives and equipment; Bonding tape and fluid, ovens, clamping devices and test equipment. S. G. Tilden, pres., treas.; S. G. Tilden jr., gen. mgr.; Frederic C. Fegley, sales mgr.; K. J. Wyman, pur. agt.

**PERMATEX CO., INC.,** 300 Broadway, Huntington Station, N. Y. Automotive chemical items. C. A. Benoit jr., pres.; Epes W. Sargent, dir. of merch.; William A. Sneed, gen. sales mgr.; H. C. Fuchs, secy.; E. G. Heeren, treas.; N. S. Clifton, works mgr.; W. B. Corbett, pur. agt.; James Ryan, traf. mgr. **Det. Rep.** — J. Harry Brimmell, 131 S. Dorchester, Royal Oak, Mich. **Adv. Agcy.**—Don Rowe Associates, New York, N. Y.

**PERMOLD CO.,** P. O. Box 70, Medina, O. Aluminum permanent mold castings and sand castings. E. G. Fahlman, pres., treas.; J. E. Fahlman, exec. vice-pres., gen. mgr.; L. E. DeGroat, vice-pres., sales and adv. mgr.; H. R. Doswell, secy.; S. W. Jackson, chief engr.; P. A. Lynch, pur. agt., traf. mgr. **Det. Rep.**—W. J. Couzynse c/o Permold Co., Medina, O. **Adv. Agcy.** — Lee Donnelley Co., Cleveland, O.

**PERMUTIT CO., Div. of Pfaudler Permutit, Inc.,** 50 West 44th. st., New York 36, N. Y. Exhaust gas analyzer, water conditioning equipment and all types of ion exchangers. G. N. Proctor, gen. mgr.; D. J. Saunders and H. L. Beohner, vice-presidents; R. A. Ogden, secy., treas.; A. M. Freeman, adv. mgr.; Eskel Nordell, sales prom. mgr. **Adv. Agcy.**—Cunningham & Walsh, New York, N. Y. William Bunn, acct. exec.

**PERRINE BATTERY CORP.,** 55 Rumford ave., Waltham 54, Mass. Storage batteries. W. F. Price sr., pres.; Saul Dershwin, exec. vice-pres., treas.; M. A. Goldsmith, vice-pres., gen. mgr.; M. M. Yanow, vice-pres., sales mgr.; Martin Scafidi, supt.; Chas. E. Riordan, clerk.

**PERRY DIVISION of R. M. Hollingshead Corp.,** Camden 2, N. J. Cooling system filter. J. A. Vettel, sales mgr.; S. J. Willis, engr.; Thomas J. Freda, adv. mgr. **Adv. Agcy.**—Gray & Rogers, 12 S. 12th st., Philadelphia, Pa.

**PESCO PRODUCTS DIV., Borg - Warner Corp.,** 24700 N. Miles rd., Bedford, O. Hydraulic pumps, valves power package and motors. D. C. electric motors, axial flow fans. R. A. Powley, pres.; R. O. Evans, secy.; R. W. Freese, treas.; D. R. Spotz, gen. sales mgr.; R. L. Schroeder, aircraft sales mgr.; C. H. Hilborn, adv. mgr.; R. J. Mahon, serv. mgr.; M. W. Nesbitt, dir. of engrg.; H. L. Sanders, mgr. pur. **Adv. Agcy.**—The Jayme Organization, Cleveland 18, O. G. N. Havens, acct. exec.

**PETCH MFG. CO.,** 463 York st., Detroit 2, Mich. Factory and general offices, U. S. 23 South, Alpena, Mich. Air and hydraulic cylinders, boosters, accumulators and tanks, Hupp threadless hydraulic sub-plates. C. L. Petch, pres.; W. W. Hutcherson, sales mgr.; K. A. Doutt, chief engr. **Det. Rep.**—Factory Office, 463 York st., **Adv. Agcy.**—Hyatt Eby, Detroit 1, Mich.

**PETERS & RUSSELL, INC.,** 501 W. Liberty, Springfield 99, O. Automotive tire pumps, hand and foot operated; bilge and oil change pumps, exhaust deflectors extensions, and car top luggage carriers. L. E. Russell, pres., treas.; H. M. McIntire, asst. to pres., sales mgr., adv.; R. M. Holschue, asst. treas.

**PETERSEN MFG. CO., INC.,** Dewitt, Neb. Wrenches, welding clamps, sheet metal tools, quick - acting C - clamps. William Petersen, pres.; Chris Petersen, vice-pres., chief engr.; Harriet Fort, secy., treas.; Ralph Petersen, gen. mgr., pur. agt.; Alfred Harms, sales mgr.; Richard Petersen, sales prom. mgr. **Adv. Agcy.**—The Biddle Co., Des Moines, Ia.

**PETERSON MACHINE TOOL, INC.,** 6200 Merriam dr., Merriam, Kans. Precision armature lathes and mica undercutters, complete armature shops, armature growlers. Surface grinders, welding flux, P-B screw-in valve seats. D. R. Peterson, pres.; P. J. Parker, vice-pres., gen. mgr.; Richard Goss, sales mgr. **Det. Rep.**—Ken F. Boomer, 4130 Towerline rd., Bridgeport, Mich. **Adv. Agcy.**—Lawrence S. Covington, Advertising Agcy., Kansas City, Mo. L. Covington, acct. exec.

**PETROLEUM CHEMICALS CO.,** P. O. Box 856 Danville, Ill. Brake fluids, anti-freezes, automatic transmission fluids, waterless hand cleaners, motor oils and greases. J. H. Garvey, gen. mgr.; W. L. MacArthur, sales mgr.; Roy Pearson, inside sales. **Det. Rep.**—L. Roy Johnson & Son, 1936 Harry st., Saginaw, Mich. **Adv. Agcy.**—Root & Pace, Danville, Ill. James V. Root, acct. exec.

**PETROLEUM SOLVENTS CORP.,** 331 Madison ave., New York 17, N. Y. Siloo, Loosite, Petisol. Raymond N. Greif, pres., sales mgr.; Joseph Staff, vice-pres.; Pat Paolise, prod. mgr. **Adv. Agcy.**—Murray Furman Advertising Agency.

**PHEOLL MFG. CO.,** 5700 W. Roosevelt rd., Chicago 50, Ill. Machine, tapping, thread cutting, sems, metallic drive, cap and set screws; bolts and nuts. Mason Phelps, pres.; N. J. Sell, asst. to pres., secy.; Wm. T. Ylvisaker, vice-pres., gen. mgr., commercial div.; R. G. Bartolme, treas. **Det. Rep.**—Ray Thomas, 10715 Puritan ave., Detroit 38, Mich. **Adv. Agcy.**—Wentzel, Wainwright, Poister & Poore, Inc., 251 E. Grand ave., Chicago 11, Ill.

**PHILCO CORP.,** C and Tioga sts. Philadelphia 34, Pa. Auto radios. James M. Skinner jr., pres.; Lionel Searle, vice-pres., gen. mgr. auto div.; Charles F. Steinruck jr., secy.; William R. Wilson, treas.; F. D. Whitten, serv. mgr.; W. H. Oelkers, vice-pres., pur.; Robert M. Jones, pub. rel. dir. **Det. Rep.**—Martin F. Shea, vice-pres., auto. div., Philco Corp., 263 Livernois ave., Ferndale 20, Mich.

**PHILLIPS MFG. CO.,** 3475 W. Touhy ave., Chicago 45, Ill. Vapor degreaser, metal cleaning machinery, solvents for degreasing. Ephraim Werner, pres.; L. R. Anderson, vice-pres.; John M. Bash, vice-pres.; H. L. Burnham, sales mgr. **Adv. Agcy.**—Armstrong Adv., Chicago, Ill.

**PICK MFG. CO.,** 133 Oak st., West Bend, Wis. Brake shoes, emergency brake bands, oil filters and cartridges. Carl Pick, pres., treas.; Alan E. Pick, vice-pres.; Robert B. Pick, secy.; W. J. Dooley, sales mgr.

**PIERCE GOVERNOR CO., INC.,** 1625 Ohio ave., Anderson, Ind. Engine and mechanical governors, torque converter governors, automatic chokes, fuel regulators, hydraulic valves, controllers, regulators. Carl V. Rice, pres.; James Hale, secy., treas.; Leland E. Boren, vice.-pres., gen. mgr.

**PIGEON MANUFACTURING,** Pigeon, Mich. Sheet metal fabrication. E. G. Wettlaufer, pres.; A. L. Corsini, vice-pres.

**PILOT MFG. CO.,** South pl., Battle Creek, Mich. Automobile tow-bars. M. Hayman, pres., gen. mgr., sales, adv. mgr., pur. agt.; B. Russell, vice-pres., secy.-treas.; P. Hicks, fcty. prod. mgr.

**PIONEER PRODUCTS, Div. of Witco Chemical Co.,** 75 E. Wacker dr., Chicago 1, Ill. Witcote No. 4 undercoating, Pioneer undercoating, vibration dampeners, protective coatings. M. Minnig, pres.; J. J. Tumpeer, gen. sales mgr.; J. A. Raggio, eastern sales mgr.; C. Bobbe, midwest sales mgr.; W. C. Walker, adv. mgr. **Adv. Agcy.**—Hazard Adv. Co., New York. Wm. Mordwin, acct. exec.

**PIONEER SPECIALTY CO.,** 6537 Russell, Detroit 11, Mich. Manual—vacuum and electrically operated antennae, automotive wire assemblies. H. T. Nash, vice-pres., gen. mgr.; E. P. Geyer, works mgr.; J. T. Lynch, sales mgr.; R. S. Paul, chief engr.; M. Atkins, pur. agt.; E. Carlson, chief research and development engr.

**PIONEERS, INC.,** 2411 Grove st., Oakland 12, Calif. Battery AD-X2, Jess M. Ritchie, pres.; W. M. Hager, vice-pres.; Valera Ritchie, secy.-treas.; W. M. Hager, pur. agt. **Adv. Agcy.** — George C. McNutt, Oakland, Calif.

**PIPE PLUGS, INC.,** N. Main st., Wellington, O. Pipe and drain plugs, reducer, bushings, steel cast iron, malleable iron, brass, aluminum, magnesium. Samuel B. Katz, pres.; Frank Davenport, vice-pres.; L. Bagley, sales mgr.

**PITTSBURGH COKEE CHEMICALS CO.,** Grant bldg., Pittsburgh 19, Pa. Automobile underbody coating; cork impregnated underbody coating; trailer topping, mastic roofing for trailers and commercial vehicles; corrosion preventive; weatherproofing, waterproofing vapor - sealing and insulating mastics for masonry, metal and other surfaces; cork mastic insulation for tanks, ducts, auto and truck bodies; protective coating and vapor-sealing for insulation, foam insulation for sound deadening and heat control.

**PITTSBURGH PLATE GLASS CO.,** 1 Gateway Center bldg., Pittsburgh 22, Pa. Safety and safety sheet glass, multiplate bullet-resisting, Herculite tempered and Solex heat-absorbing glass, all types of curved and flat glass, fiber glass. Automotive finishes, paints, varnishes, lacquers, motor driven industrial brushes and sundries. David G. Hill, pres.; Charles R. Fay, vice-pres.; Howard B. Brown, secy.; John C. Fleming, treas.; M. W. Marshall, sales mgr. (ind. glass); Howard Mather, sales mgr. (ind. finishes); W. L. Tomlinson, mgr. (auto glass sales); Charles E. Barby, Detroit sales mgr. (fiber glass); Robert W. Wardrop, mgr., Detroit warehouse, 6045 Hamilton ave.; Michael Eatenburg, dir. information services; Russ Fernow, adv. mgr. (glass); T. M. Riley, adv. mgr. (paint); J. C. Plunkett, adv. mgr. (fiber glass); M. E. Carlisle, pur. agt.; Richard Boyd, traf. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Pittsburgh, Pa. (glass); Maxon Inc., Detroit (paint); Ketchum, McLeod & Grove, Pittsburgh (fiber glass).

**PITTSBURGH STEEL PRODUCTS, Div. Pittsburgh Steel Co.,** Grant bldg., Pittsburgh 19, Pa. Construction materials. W. P. Stoughton, mgr. of sales.; T. L. Griffith, asst. mgr. of sales; **Det. Rep.**—Michael J. Sonk jr., 324 Fisher bldg. **Adv. Agcy.**—Bond & Starr, Inc., Pittsburgh, Pa. W. G. Smock, acct. exec.

**PITTSBURGH TUBE CO.,** 212 Wood st., Pittsburgh 22, Pa. Butt welded mechanical tubing for automotive and related parts. Jonathon W. Freeman, chmn. of bd.; William K. Hahn jr., pres.; Harold K. Brooks sr., vice-pres., secy.; R. W. B. Hannan, vice-pres., sales; H. M. Feely jr., vice-pres., operations; William C. Kyle, treas.; Herbert W. Martin, asst. treas.; P. V. Moyer, asst. secy.; E. Rodney Hornbake, sales mgr.; H. E. Holby, pur. agt. **Det. Rep.**—Service Steel Co., 1435 Franklin st., Detroit 7, Mich. **Eastern Rep.**—John F. Byers & Co., 1835 65th ave., Philadelphia 26, Pa.

**PLASTICON, INC.,** 9721 Klingerman st., El Monte, Calif. Reinforced plastic auto tops and aircraft tooling and parts. Walter Podolak, pres., treas.; Melvin M. Golob, vice-pres.; James Wood, secy.; Anthony Stevens, gen. mgr.; Earl Johnson, works mgr. **Adv. Agcy.**—Jordan Advertising, Los Angeles, Calif.

**PLASTIKON DISPLAYS,** 45 N. Division st., Buffalo 3, N. Y. Self-adhering plastic window sign kits for windshields, showroom windows. Plastic signs, posters, cloth banners, pennants, scotchlite, dealer name plates. E. S. Strom, pres.; E. B. Strom, secy.-treas. **Adv. Agcy.**—Baldwin Bowers & Strachan, Inc., Buffalo 2, N. Y.

**PLASTI-KOTE, INC.,** 9801 Harvard ave., Cleveland 5, O. Aerosol pressure paints and lacquers. Herbert D. Fine, pres.; Elias Shapiro, vice-pres., sales mgr.; P. D. Schulman, secy.-treas. **Det. Rep.** — R. Johnson & Co., 20515 Grand River, Detroit 19, Mich. **Adv. Agcy.** — Gerst, Sylvester & Walsh, Inc., Cleveland, O.

**PLYMOUTH DIV., CHRYSLER CORP.,** 6334 Lynch rd., Detroit 31, Mich. Passenger cars. J. P. Mansfield, vice-pres., Chrysler Corp. and pres., Plymouth Div.; C. J. Demrick, vice-pres. in chge. of mfg.; J. W. Minor, vice-pres. in chge. of sales.; K. M. Huddleson, compt.; A. W. Steckling, chf. engr.; F. Fraser jr., staff exec.; C. W. Craig, dir. of public rel.; M. N. Schaff, exec. asst. to the pres.; C. M. Scales, dir. product-volume plan.; J. P. Sweeney, mgr. salaried pers.; W. H. Wilson, asst. to vice-pres. in chge. of sales; L. T. Hagopian, dir.-adv. and sales prom.; K. R. Porter, dir. deal. rel.; G. J. Cutler, dir. of serv.; F. G. Bischoff, dir. of distrb.; W. Hammond, adv. mgr.; J. L. Beers, sales prom. mgr.; C. D. Light, exec. asst. to vice-pres. in chge. of sales; K. G. Pound, sales adm. exec.; W. H. Goodson, asst. dir. of distr.; L. W. Blanchard, div. mfg. engrg. mgr.; J. D. Robson, dir.-pers.; F. L. DeCavitte, Det. plant mgr.; J. H. Powell, Evansville plants mgr.; W. H. Allen, staff plant engr.; E. D. Farrell, div. prod. control mgr.; W. G. Embury, dir. of purch.; F. L. Hook, div. quality control mgr.; J. M. May, exec. asst. to vice-pres. in chge. of mfg.; G. D. Cowie, asst. chf. engr.

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# Who's Who in the Auto Industry

(Continued)

**POL-FLO PAINT SPRAYER CORP.,** 2622 Stockton blvd., Sacramento, Calif. Quart size paint cup, aluminum construction, electrically equipped for heating paint prior to application. John Polli, pres.; Ettore Guastalli, vice-pres.; James R. Sletten, secy.-treas., gen. mgr. **Adv. Agcy.**—Clifford O. Boggess Advertising, Sacramento, Calif.

**POLK & CO., R. L.,** 431 Howard st., Detroit 31, Mich. Direct mail, city directories, motor statistical and consumers research. Ralph L. Polk, pres.; W. J. Gardner, exec. vice-pres.; Alvin Kropf, secy.-treas.; W. H. Beatty, vice-pres., gen. mgr., direct mail div.; C. N. Fry, vice-pres., direct mail sales mgr., Detroit and national accts.; H. H. Blohm, vice-pres., motor statistical div.; C. R. Maxey, vice-pres., mgr., direct mail branch offices; H. R. Schramm, pur. agt.

**POLLAK, JOSEPH, CORP., Subsidiary of Aetna Motor Products Co.,** 79-85 Freeport st., Boston 22 (Dor. Dist.) Mass. Automotive switches, electrical controls. William L. Pollak, pres., gen. mgr., asst. treas.; Joseph Pollak, chmn. bd. of dirs., treas.; vice-presidents: Martin H. Brandt, asst. mfgrs. sales mgr.; Henry L. Brandt, mfgrs. sales mgr.; George M. Hemmer, jobbers' sales mgr.; David I. Shaw, adv., pub. rel. mgr.; John Blaisdell, chf. engr.; William Brown, prod. control; Mrs. Edith Shaw, secy. **Det. Rep.**—Johnston Associates, 18933 James Couzens hwy. Joseph F. Connolly, James J. Burns, purch.

**PONTIAC MOTOR DIV.,** 196 Oakland, Pontiac 11, Mich. Passenger cars. S. E. Knudsen, gen. mgr. and General Motors vice-pres.; Hilda M. Brand, secy.; Robert W. Emerick, dir. pub. rel.; R. L. Norris, compt.; B. E. Starr, gen. mfg. mgr.; E. R. Pettengill, dir. of distribution; A. F. Johnson, mfg. mgr.; R. J. Longpre, prod. mgr.; Frank V. Bridge, gen. sales mgr.; E. J. Chapman, R. E. Thompson, B. A. Kissam, asst. gen. sales mgrs.; W. E. Schoon, adv. mgr.; L. W. Walker, sales prom. mgr.; H. J. Hales, serv. mgr.; A. L. Drury, parts and access. sales mgr.; E. M. Estes, chf. engr.; J. P. Charles, M. J. Garlick, asst. chf. engrs.; M. F. Rummel, pur. agt.; H. J. Peek, asst. pur. agt. (prod.); H. C. Jackson, asst. pur. agt. (non-prod.); J. B. Meidlein, traf. mgr.; G. M. Watson, per. dir.; J. C. Jamieson, exec. asst. chge. of dealer rel. **Adv. Agcy.** —MacManus, John & Adams, Inc., Bloomfield Hills, Mich. James Graham, acct. exec.

**PORTABLE ELECTRIC TOOLS, INC.,** 320 W. 83rd st., Chicago 20, Ill. Drills, grinders, saws, sanders, paint brush and roller cleaners, drill kits. John L. Baker, pres.; George W. Weatherby, vice-pres. chge. of sales; Richard E. Bigelow, vice-pres., secy.; E. P. Wimsen, contr., treas.; Evan W. Wilber, plant mgr., vice-pres.; Walter B. Davis, vice-pres. **Adv. Agcy.** —Marvin Gordon & Associates, 920 N. Michigan ave., Chicago, Ill. Marvin Gordon, acct. exec.

**PORTE MFG. CO., INC.,** factory and office, 3179 Atlantic ave., Brooklyn 8, N.Y. Brake fluid, knee-action and shock absorber fluid, hydraulic jack oil, penetrant, universal joint boots for replacement, needle bearing kits, automatic transmission fluids, hydraulic window fluid, rubber lubricant, gasket cement, black tire paint, windshield cleaner solvent, gasoline anti-freeze. Raphael Porte, pres.; Joseph DeStephano, traf. mgr.

**PORTER, INC., H. K. (P-F Automotive div.),** 74 Foley st., Somerville 43, Mass. Body and fender repair tools and equipment. J. G. Geddes, pres.; Henry K. Porter, vice-pres.; Harry Webster, vice-pres., sales mgr., trade sales; F. T. Lind, vice-pres., works mgr. **Adv. Agcy.**—Callaway Assoc., Boston, Mass. N. W. Collingwood, acct. exec.

**PORTER-CABLE MACHINE CO.,** 700 Marcellus st., Syracuse 4, N. Y. Portable electric saws, shapers, sanders, drills, planes, bench grinders. D. J. Ridings, pres.; R. C. Tyo, vice-pres., treas.; L. B. Benham, vice-pres. eng.; John M. Hayes, vice-pres., chge. of mfg.; R. H. Schellschmidt, gen. sales mgr.; B l a n c h e Green, sales research mgr.; M. V. Nodar, adv. mgr.; R. Ingraham, serv. mgr.; J. J. Diamond, gen. mgr. (Canada); R. L. King, dir. of pur. **Det. Rep.**—H. Pfister, 17217 Wyoming, Detroit 21, Mich. **Adv. Agcy.** — Lawrence C. Gumbinner Adv. Agency, New York, N. Y. Grams MacLeod, acct. exec.

**POSTMA MFG. CO.,** 691 East 18th st., Paterson 1, N. J. Portable crankshaft hone. Frank Postma, pres., treas.; Nellie B. Postma, vice-pres.; Al J. Dahlhaus. secy.

**POWELL MUFFLER CO., INC.,** 2501 W. 24th st., Chicago, Ill. Mufflers, tailpipes, exhaust pipes. N. H. Sherman, pres.; Gordon B. Sherman, vice-pres.; Herbert S. Ries, vice-pres. chge. of sales; Morton Wolfson, vice-pres. chge. of operations; David C. Silbert, secy.; J. M. Checkers, treas.; Jack Schaefer, asst. sales mgr. **Det. Rep.**—Ed Rogoff, 562 E. Warren, Detroit, Mich.

**POWELL PRESSED STEEL CO.,** Hubbard, O. Material handling equipment, steel stampings, advertising specialties. W. J. Powell, pres., gen. mgr.; H. L. Powell, vice-pres., secy., and pur. agt.; W. G. Scott, treas.; A. G. Knowles, sales mgr.; R. C. Johnson, gen. supt.; J. L. Doyle, pers. dir.; H. D. Kennedy, chief engr.; A. E. Doyle, traf. mgr.

**POWER CAR CO., THE,** Willow st., Mystic, Conn. Junior stock cars—gasoline and electric driven: Thunderbird Jr., Big M. Junior, Plymouth Fury Jr., Fire Chief, Police Chief, Firebird. Geo. A. Ford, gen. mgr., pur. agt.; J. A. Sinkowski, works mgr.; G. L. Segal, sales mgr.; A. K. Andersen, chief engr. **Det. Rep.**—M. J. Alexander, 17124 St. Paul, Grosse Pointe 30, Mich. **Adv. Agcy.**—D. Milne Associates, 130 Bristol st., New Haven, Conn. John Barteau, acct. exec.

**POWER-PAK PRODUCTS, INC.,** 43 Pearl st., Buffalo 2, N. Y. Tire inflator and fire extinguisher (for cars and trucks, h o m e s and industry). A. L. Mikulec, pres., gen. mgr.; Stanley Mikulec, vice-pres., secy.

**PRAIRIE SCHOONER, INC.,** 1503 W. Bristol st., Elkhart, Ind.; Mobile homes. Subsidiaries: **Wells Cargo and All-Trailer Parts.** Maynard W. Wells, pres.; Mossie Wells, secy.; James Coan, sales mgr.; Sheldon Coe, chief engr.; Kenneth Peffley, pur. agt.; James Houk, sales prom., adv. mgr. **Wells Cargo**—Don Reed, gen. mgr.; Tom Hoetger, sales mgr. **All-Trailer Parts**—Carl Buchanan, gen. mgr.

**PRATT MUFFLER DIV.,** 168 N. Michigan ave., Chicago 1, Ill. Exhaust system parts and automotive mufflers. Arnold H. Maremont, pres., treas.; J. M. Comar, vice-pres.; J. F. Flanagan, sales mgr.; R. Wolfson, adv. mgr.; J. Griffith, traf. mgr. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill.

**PRATT POSTER CO., THE,** 225 N. New Jersey st., Indianapolis 4, Ind. Cloth advertising banners and pennants, Plastic point-of-sale displays, litho and screened outdoor displays & posters. Ryland D. Pratt, jr., pres.; Daniel D. Pratt, vice-pres.; Richard S. Edwards, gen. mgr.; Paul H. Moore, works mgr.; Kenneth Brakensiek, sales mgr. **Adv. Agcy.** — William Rohr Agency, Indianapolis, Ind.

**PRECISION ENGINEERS, CO.,** 701 Heinz ave., Berkeley 10, Calif. Challenger wheel balancer. C. B. Rogers, pres. **Adv. Agcy.** —Milton Schenkofsky, 2054 University ave., Berkeley, Calif.

**PRECISION PRODUCTS CO., INC., OF WALTHAM,** 26 Bedford, Waltham 54, Mass. Hairsprings. Robert I. Bradley, pres., treas.; John Irwin, vice-pres., sales mgr.; Harry C. Van Norden, vice-pres., works mgr.; Ruth E. Bradley, clerk.

**PRECISION UNIVERSAL JOINT CORP.,** 615 S. California ave., Chicago 12, Ill. Universal joints. Lyle G. Ecker, pres., pur. agt.; Murray D. Horwich, vice-pres.; Ben Horwich, secy.-treas.; Eli Levine, sales mgr. **Det. Rep.** — L. A. Currie, 805 N. Pemberton rd., Bloomfield Hills, Mich.

**PREMIER AUTOWARE CO., THE,** 4415 Euclid ave., Cleveland 3, O. 2424 South Saybrook, Los Angeles 22, Calif.; 2124 Johnson Ferry rd., Atlanta 19, Ga. Manufacturer and distributor of automotive, truck and heavy equipment replacement parts. Jack N. Mandel, chmn. of bd.; Joseph C. Mandel, chmn. of exec. committee; Morton L. Mandel, pres.; Paul F. Minarik, vice-pres.; Leo Chaplin, Frank Floyd, div. sales mgrs.; Bernard Mahan, sales rel. mgr.; Meritt Myers, dir. of oprns.; Murray Kushell, dir. of creative serv.; Robert Warren, dir. of mktg. serv.; Richard Testut, dir. of mkt. devlmt.; John Koman, contr.; William Hamilton, Los Angeles oprns. mgr.; Bernard Burnside, Atlanta oprns. mgr.; Francis Kreidler, dir. prod. and facilities; Elton McBroom, quality control mgr.; Ernest Spaeth, auto prod. line coord.

**PRESSED METALS OF AMERICA, INC.,** P. O. Box 449, Port Huron, Mich. Independent wheel suspension parts. Frederick W. Richmond, bd. chmn.; George J. Morton, pres.; Donald J. Clark, vice-pres., gen. mgr. (Heat Treat Div.); Herbert J. Stevens, secy., treas.; Lawrence Bangser, asst. secy.

**PRESSURE CASTINGS, INC.,** 21500 St. Clair ave., Cleveland 19, O. Aluminum and zinc die castings. George H. Ralls, pres.; Jos. W. Brown, works mgr.; Marshall P. Ralls, asst. sales mgr.; Jos. Obermayer, chief engr. **Det. Rep.**—R. E. Zimmermann, 718 Fisher bldg.

**PRES - SURE - TITE PRODUCTS, INC.,** Box 71, Kensington sta, Detroit 24, Mich. Pressure cooling system tester. M. R. Boutin, pres., gen. mgr.; E. P. Kraft, vice-pres. and treas.; W. S. Nussbaum, secy.

**PREST-O-LITE BATTERY, Div., Electric Auto-Lite Co.,** P. O. Box 931, Toledo 1, O. Storage batteries for passenger cars, trucks, tractors, buses, diesel and marine. J. P. Falvey, pres.; W. E. Blank, vice-pres. replacement sales; W. C. Roberts, sales mgr. **Adv. Agcy.**—Grant Advertising, Inc., Detroit, Mich. Gordon Miller, acct. exec.

**PRETTY PRODUCTS, INC.,** Rubberware Park, Coshocton, O. Automobile accessories, floor mats, industrial rubber goods and gloves, mechanical joint pipe gaskets. W. D. Timmons, pres.; J. B. Clift, vice-pres., prod.; John J. Gerlach, secy.; John B. Gerlach, treas.; C. E. Gildow, sales mgr.; L. O. Culver, sales mgr. auto div.; J. D. Lacy, sales mgr., glove div.; K. W. Armstrong, chief engr.; E. T. McCullough, pur. agt.; R. P. Glazier, traf. mgr. **Det. Rep.** — M. E. Hewitt, 17346 Roselawn. **Adv. Agcy.** — Merchandising, Inc., Newark, O. Robert Anderson, acct. exec.

**PRICE BATTERY CORP.,** Hamburg, Pa., Atlanta, Ga., Wapakoneta, O. Batteries. W. F. Price, pres.; S. Dershwin, vice-pres. and treas.; T. A. Larkin, vice-pres., secy.; W. F. Price jr., vice-pres.; W. A. Pavlo, p l a n t mgr., and chem. engr.; gen. mgr.; J. J. Peck jr., sales mgr.; D. S. Shipley, trade sales mgr.; M. W. Stratton, pur. agt.; Ralph Mengel, traf. mgr.; M. Waerner, pub. rel. mgr. **Adv. Agcy.**—B. W. Stelle, Philadelphia, Pa.

**PRIOR PRODUCTS, INC.,** 4828 Racell st., Dallas, Tex. Prior safety tanks, Loadster helper springs, Ranger farm and industrial wagons; Trailer running gear assemblies. Henry A. Yeats, pres.; M. C. Brown, exec. vice-pres.; Dave C. Mueller, sales mgr.; Sam I. Vaughan, secy.; John W. Moore, treas.; Paul Deaton, plant mgr. **Adv. Agcy.**—E. G. Shumard Advertising, Dallas, Tex.

**PRODUCTION DIE & STAMPING CO., INC.,** 1834 Garfield, Detroit 7, Mich. Small metal stampings and assemblies, stainless steel capped carriage and bumper bolts, tools and dies. M. L. Vrooman, pres. and gen. mgr.

**PROTO TOOL CO., Div. of Pendleton Tool Industries, Inc.,** 2209 Santa Fe ave., Los Angeles 54, Calif. Mechanics' hand tools. M. B. Pendleton, pres.; G. E. Jones, contr.; C. W. Coslow, vice-pres.; H. W. Slining, works mgr.; M. S. Bandoli, vice-pres., mktg.; H. J. Zellweger, adv. mgr.; R. E. Reich, prod. mgr.; J. R. Dysert, pur. agt.; Henry Manker, traf. mgr. **Det. Rep.**—H. E. Kretchmer, 18954 James Couzens, Detroit 21, Mich. **Adv. Agcy.**—Willard G. Gregory & Co., Los Angeles, Calif. L. Kraft, acct. exec.

**PRUDEN TOOL CO., INC.,** 310 W. 68th st., New York, 23. Headless rivets and tools, fender and seat mats, metal cutter, portable riveter, multiple pick hammer, jiffy car maskers, portable sand blasters. Leonard M. Taylor, pres., gen. mgr.; Herbert R. Abeles, vice-pres.; Theodore Sands, asst. sales mgr.; James Fryer, serv. mgr.

**PUBLICKER INDUSTRIES, INC.,** 1429 Walnut st., Philadelphia, Pa. Industrial alcohol, chemicals, solvents, thermo anti-freeze. S. S. Neuman, pres.; W. J. Lehman, vice-pres.; C. P. Blinn, vice-pres.; L. J. Gunson, secy.-treas.; H. A. Bonyun jr., gen. sales mgr.; Sidney Goldstein, plant mgr.; George Berman, pur. agt.; S. A. Krasney, dir. pub. rel. **Adv. Agcy.**—Al Paul Lefton Co., Philadelphia, Pa.

**PULLMAN VACUUM CLEANER CORP.,** 25 Buick st., Boston 15, Mass. Automotive vacuum cleaners. Robert Berns, pres.; John L. Daniell sr., vice-pres.; Edgar Green sr., vice-pres; Stanley Berns, treas.; Paul Holte, works mgr. **Adv. Agcy.**—Arnold & Co., Boston, Mass.

**PURE OIL CO., THE,** 35 E. Wacker dr., Chicago 1, Ill. Automotive lubricants and fuels, motor oils, automatic transmission fluid, chassis grease, gear lubricant. R. L. Milligan, pres.; J. P. Langfitt, exec. vice-pres.; L. W. Sweet, vice-pres., retail mktg.; R. F. Sturgis jr., treas.; A. C. Hutcheson, secy.; J. H. Wieland, gen. mdse. mgr.; Hale Talbot, adv. mgr.; J. H. Harmon jr., pur. agt.; G. H. Ewen, press rel. mgr. **Adv. Agcy.**—Leo Burnett Co., Inc., Chicago, Ill.

**PUROLATOR PRODUCTS, INC.,** 970 New Brunswick ave., Rahway, N. J. Filters, lubricating oil, fuel oil, air, etc. James D. Abeles, pres.; Ralph R. Layte, vice-chmn. of bd.; H. J. Market, exec. vice-pres.; Jules P. Kovacs, vice-pres., research, development; Joseph Van Nest, vice-pres., organization; Melville D. Johnson, vice-pres. chge. of operations; James B. Lightburn, gen. sales mgr. aft. mkt. div.; Richard Karr, gen. sales mgr., equip. div.; John Puth, adv. mgr.; J. Bury, sales mgr., jobber div.; W. M. Kane, asst. secy.; Herbert W. Thogode, secy.-treas.; J. Chet Dods, sales mgr. (natl. accts.); Arthur G. Pogmore, serv. mgr.; L. A. Maysilles, chf. engr.; J. Gaffney, pur. agt. **Det. Rep.**—Eugene B. Delaney, 3927 Fourth st., Wayne, Mich. **Chicago Rep.** — Andrew Raffay jr., Palmolive bldg., 919 N. Michigan ave., Chicago, Ill. **Los Angeles Rep.**—Carl B. Schnippel and J. Leslie Hall, Studio 3, 3723 Wilshire blvd., Los Angeles, Calif. **Adv. Agcy.**—(Consumer): J. Walter Thompson Co., 420 Lexington ave., New York. George P. Richardson jr., acct. exec. (Industrial): G. M. Basford Co., 60 East 42nd st., New York. Harold Roberts, acct. exec.

**PUROLATOR PRODUCTS, INC., Wayne Div.** of 3927 Fourth st., Wayne, Mich. Oil bath air cleaner and silencer assy., crankcase breathers, oil pump, fuel pump and carburetor strainers, cowl ventilator screens, refrigerator and oil burner strainers, wire cloth parts and assemblies, micronic dry type air cleaners. J. P. Nesbitt, gen. mgr.; L. S. Ludwig, oper. mgr.; W. S. Murdock, comptr.; E. B. Delaney, sales mgr.; L. A. Maysilles, chf. engr.; J. M. Grinder, pur. agt.; G. Vunich, prod. mgr. **Adv. Agcy.** —J. Walter Thompson Co., Detroit.

**PYROIL CO., INC.,** 122 Main st., La Crosse, Wis. Pyroil A top lubricant, additive for gas, Pyroil B, additive for oil, oil filter element. M. O. Welby, pres., treas., gen. mgr.; H. W. McCreight, exec. vice-pres. and sales mgr. **Det. Rep.**—A. R. Wendell Co., 8-255 General Motors bldg. **Adv. Agcy.**—Van Hecker, Inc., Chicago, Ill.

## Q

**QUAKER RUBBER DIV., The H. K. Porter Co., Inc.,** Tacony & Comly sts., Philadelphia 24, Pa. Rubber and plastic hose, automotive transmission belting, belts, V couplings, vinyl tape, windshield wiper tubing. T. M. Evans, chmn.; C. L. Holbert, pres.; A. M. Harrelson, vice-pres., treas.; F. A. Rehorst, secy.; G. A. Dauphinais, vice-pres., gen. mgr.; B. V. Edmunds, works mgr.; J. R. Alexander, sales mgr.; Arthur J. Foster, adv., pub. mgr.; P. M. Rockwell, chief engr.; T. J. Gorman, pur. agt.; J. S. Von Clef, traf. mgr. **Adv. Agcy.**—Erwin Wasey, Ruthrauff & Ryan, Inc. Acct. Div., 55 E. 34th st., New York 16, N. Y.

**QUAKER STATE OIL REFINING CORP.,** Quaker State bldg., Oil City, Pa. Motor oil, lubricants, marine engine oils. G. B. Hunter, chmn. of bd.; F. O. Koontz, pres.; L. R. Forker, exec. vice-pres.; C. W. Georgi, vice-pres. in chge. res. and prod. dev.; J. P. Healy, vice-pres. crude oil prod. and pipeline dept.; E. E. Ebner, vice-pres., mfg.; C. G. Johnson, secy.-treas.; W. A. Harper, asst. secy.; W. F. Endicott, sales mgr.; K. W. Field, mktg. mgr.; A. S. Blank, adv. mgr.; A. E. O'Connor, mgr. pur.; E. E. Brumberg, traf. mgr. **Det. Rep.**—T. R. Cash, P. O. Box 13, Ann Arbor, Mich. **Adv. Agcy.** —Kenyon & Eckhardt, Inc., New York City. J. W. Keeshan, acct. exec.

**QUALITY AWNING CO.,** 7945 Schaefer rd., Dearborn, Mich. Canvas products, awnings. Sam Fenton, pres.; William Sak secy.; E. Edwards, sales mgr.

**QUICK CHARGE, INC., 10th and Missouri sts., Oklahoma City 17, Okla.** Battery chargers, steam cleaners, steam cleaning compound and acces., hot water heaters. A. C. Fletcher, pres.; C. F. Fletcher, vice-pres.

**QUINCY COMPRESSOR CO.,** Quincy, Ill. Air compressors. Mac Irwin, pres.; Henry Oelkeus, treas.; Loren Gillhouse, sales mgr.; Mel Weber, serv. mgr.; George Pfeifer, chief engr. **Det. Rep.**—Robt. Carr, 18051 James Couzens. **Adv. Agcy.**—L. W. Ramsey, Davenport, Ia. A. M. Walgren, acct. exec.

## R

**RADBILL OIL CO.,** 1724 Chestnut st., Philadelphia 3, Pa. Motor oil. Dr. Earl Scott, pres.; Lawrence E. Frankel, treas. D. Gerald Scott, sales mgr.; James P. McIlvaine, 3rd mdse. mgr.; Paul G. Pflaumer, adv. mgr.; Owen F. Thompson, sales prom. mgr.; Albert Radbill, pur. agt.; John Juzaitus, traf. mgr. **Adv. Agcy.** — Arndt-Preston-Chapin-Lamb & Keen, Inc., Philadelphia 2, Pa. Edward Walpert, acct. exec.

**RADEL LEATHER MFG. CO.,** 445 Wilson ave., Newark 5, N. J. Genuine upholstery l e a t h e r, binding leather, mechanical leather and landau top leather. J. C. Kaltenbacher, pres.; Robert G. Weldon, vice-pres.; Richard S. Kaltenbacher, secy.-treas.; Herbert S. Wood, dir. purchg.; Frank W. Suarez, sales mgr. bd. of dirs.; Frank J. Radel, chmn., J. C. Kaltenbacher, Robert G. Weldon, Richard S. Kaltenbacher, M. S. Stern. **Det. Rep.**—

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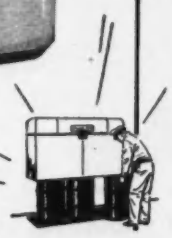

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Gehringer & Forsyth, 16151 James Couzens hwy., Detroit 21. **Adv. Agcy.**—The Upholstery Leather Group, 141 East 44th st., New York 17, N. Y.

**RADIATOR SPECIALTY CO.,** 1400 W. Independence blvd., Charlotte 1, N. C. Cooling system maintenance and repair products, gasket sealing compounds, oil and gasoline additives, rubber parts and special byproducts. Solder seal line of chemical and rubber specialty products. I. D. Blumenthal, pres.; Herman Blumenthal, vice-pres.; G. Einhart, adv. mgr.; Irving Richek, pur. agt.; Dan Green, J. Carr, F. Moessinger, div. sales mgrs.; D. Hoffman, sales mgr. **Adv. Agcy.** — Bennett Adv. Co.

**RAJAH CO.,** 35 Verona ave., Newark 4, N. J. Rajah ignition terminals, hand tools, rubber safety nipples, Francis P. Meehan, pres.; Celia Aye Kendall, secy.-treas.; Walter Kelly, gen. mgr., **Adv. Agcy.**—George J. Walsh & Co., New York 17, N. Y. John L. Titus, CPA, acct. exec.

**RAK MAKERS, THE,** 10 Hamilton st., New London, Conn. Aluminum display racks for automotive sales literature. Henry B. Goodman, gen. mgr.

**RAM COTE PRODUCTS,** 1141 W. 69th st., Chicago 21, Ill. Leather conditioner, leather and plastic finish, sealer, cleaner for leather and plastics. M. B. Duffy, pres.; J. P. Duffy, vice-pres.; C. E. Seibold, secy., treas.; D. E. Ferrill, gen. mgr.; N. J. McCloskey, sales mgr.; M. J. Mooney, pur. agt. **Adv. Agcy.**—Martin & Associates, Chicago and Baltimore.

**RAMBLER, American Motors Corp.,** 14250 Plymouth rd., Detroit 32, Mich. (See **American Motors Corp.** listing.)

**RAMSEY CORP.,** 3693 Forest Park blvd., St. Louis 8, Mo. Piston rings, retaining rings, industrial rings, radiator cooling system conditioner and cold metal parts cleaner. J. H. Coolidge, pres.; W. S. Mahoney, vice-pres., gen. mgr.; H. M. Siverts, service sales mgr.; T. A. Nicholson, orig. equip. sales mgr.; H. E. Liss, export mgr.; S. G. Pike, adv. mgr.; H. M. Bramberry, chief engr. **Adv. Agcy.**—Hanson & Stevens, Chicago, Ill. B. F. Stevens, acct. exec.

**RANCO INC.,** 601 W. Fifth ave., Columbus 1, O. Automobile heater control valves and air conditioning controls. E. C. Raney, chmn; A. M. Hoover, pres.; W. R. Opp, vice-pres.; A. P. McDiarmid, secy.-treas.; James Manecke, sales mgr.; W. R. Stanley, asst. sales mgr.; J. E. Kumler, chief engr.; H. Y. Levin, pur. agt.; L. Levengood, pers. dir. **Det. Rep.**—J. S. Beechler, 2-146 Gen. Motors bldg. **Adv. Agcy.**—Howard Swink, Marion, O. Paul Kohler, vice-pres.

**RANDALL CO.,** 5000 Spring Grove ave., Cincinnati 32, O. Automobile body specialties. Maxwell C. Weaver, pres., gen. mgr.; A. O. Engelhardt, vice-pres.; Wm. B. Behrens, secy.-treas.; R. H. Young, chief engr.; R. E. Sharpe, works mgr.; J. L. Troy, pur. agt. **Det. Sales Mgrs.**—T. W. Anderson, F. D. Leonard, F. L. Seeley, 814 New Center bldg., Detroit 2, Mich.

**RANDOLPH CORP., EARL,** 78 Prospect st., New Bedford, Mass. Grilles, truck gates, truck steps, grab handles. Samuel R. Mickelson, pres.; E. C. McGrath, pur. agt.; Mel G. Hoshine, plant mgr.; Hyman Marinoff, traf. mgr.

**RANKIN MFG. CO.,** First and Iowa sts., Cedar Falls, Ia. Automobile seat covers. R. V. Rankin, pres.; A. C. Kies, vice-pres. and gen. mgr. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia.

**RAYBESTOS DIV., of Raybestos-Manhattan, Inc.,** 75 E. Main st., Stratford, Conn. Brake lining, lined brake shoes, clutch facings, automatic transmission, master overhaul kits, brake fluid, brake service lubricant, packings. J. F. D. Rohrbach, pres.; W. S. Simpson, vice-pres., gen. mgr.; J. L. McGovern jr., sales mgr.; R. C. Calderone, adv. mgr.; J. W. Brush jr., mgr. spec. prod.; D. E. Cunningham, asst. sales mgr.; A. K. Litchfield, chief sales engr.; J. E. Reagan, pur. agt.; S. J. Murphy, traf. mgr. **Det. Rep.** — Raybestos-Manhattan, Inc., 620 Fisher bldg., Detroit, Mich. **Adv. Agcy.** — Gray & Rogers, Philadelphia, Pa. Sherman G. Landers, asst. exec.

**RAYBESTOS-MANHATTAN, INC.,** 61 Willett st., Passaic, N. J. Brake linings, brake blocks, clutch facings; friction material for automatic transmissions; V-belts; radiator, hydraulic, air and booster brake, and windshield wiper hose for automobiles, trucks, buses, airplanes, farm tractors and implements, earth-moving and industrial equipment; hydraulic brake parts, belting, hose, molded rubber parts, and specialized industrial rubber goods; rubber covered equipment; abrasive and diamond wheels; asbestos, rubber, metallic, flax and plastic packings, asbestos textiles, engineered plastic and sintered metal products. J. F. D. Rohrbach, pres.; G. W. Marshall jr., vice-pres., asbestos products sales; H. H. Burrows, vice-pres. Rubber sales; W. S. Simpson, vice-pres. and secy.; J. E. Cole, sales mgr., equipment sales; F. A. Miller, dir. mktg. and mdse. **Det. Rep.**—Raybestos-Manhattan, Inc., 620 Fisher bldg., Detroit 2, Mich.

**RAYCO MFG. CO.,** 220 Straight st., Patterson 1, N. J. Automobile seat covers, convertible tops, miscellaneous automobile accessories. Joseph Weiss, pres.; Julius M. Stern, secy., treas.; Aaron L. Rubin, dir. of pers.; Martin Nosenchuk, dir. of arch., engr. and display div.; M. H. Broffman, dir. mfg. div.; Mal Baumgarten, dir. adv.; L. Bernstein, dir. new prod. div.; Julius Rudominer, vice-pres. mdse.; Irving Levine, asst. to the pres.; S. Schatzberg, pur. agt.; S. I. Bader, vice-pres., franchise div.; Peter Schwartz, vice-pres., real estate div.; Eli Goldberg, dir. of research. **Adv. Agcy.**—Emil Mogul Co., Inc., New York, N. Y.

**RAYMOND MFG. CO., Div. Associated Spring Corp.,** 226 S. Center st., Corry, Pa. Coil springs, metal stampings, wire forms, expansion plugs, valve locks and springs, clutch springs, die springs, miscellaneous replacement springs, small screw machine products. Carlyle F. Barnes, pres.; Ernest L. Goff, exec. vice-pres.; Walter E. Froelich, vice-pres.; Owen D. Nee, treas.; Wallace Barnes, secy.; E. W. Feldt, gen. mgr.; H. H. Heerlein, works mgr.; Walter Bertram, sales mgr.; R. L. Reed, mgr. mdse. div.; E. G. Crapser jr., office mgr. mdse. div.; Lyle Chase, chief engr.; L. Danner, pur. agt.; D. C. Smiley, contr. **Adv. Agcy.**—The Davis Press, Inc., Worcester 8, Mass.

**RAY-O-VAC CO., Div. Electric Storage Battery Co.,** 212 E. Washington ave., Madison 10, Wis. Flashlights, lanterns, head lights, batteries. E. B. Ott, pres.; J. A. McIlnay, vice-pres. of sales; J. C. Ryan, vice-pres. of operations; Owen R. Slauson, dist. sales mgr.; F. A. Blake, southern sales mgr.; N. F. Trover, eastern sales mgr.; R. M. Taylor, western sales mgr.; W. L. Bender, midwest sales mgr.; A. M. Anderson, mdse. mgr. **Det. Rep.**—F. J. Coleman, 4604 Harford rd., Toledo 12, O. **Adv. Agcy.**—H. H. Monk and Associates, Rockford, Ill.

**READING TIRE MACHINERY CO., INC.,** 600 E. El Segundo blvd., Hawthorne, Calif. Manufacturer of patented tire cementing vulca-spray machines, tire builders, automatic precision tire buffers, tire spinners, tire spray painters, and related items of tire handling equipment for the rubber industry. Ralph (Brick) Reading, pres.; Ernest Chipperfield, vice-pres.; J. E. Barnes, contr.; Carl L. Sprague, sales mgr.

**RED COMET, INC.,** Red Comet bldg., Littleton, Colo. Automatic and manual fire extinguishers. Marshall F. Norling, pres.; James F. Norling, vice-pres.; Charles A. Haskell, secy.; Max G. Brooks, treas.; J. A. Glantz, works mgr.; Jack Ware, adv. mgr.; Fred T. Colyer, pur. agt. **Adv. Agcy.**—Rand-Ries, Cincinnati, O.

**REDALL INDUSTRIES,** 30458 Groesbeck hwy., Lexington, Mich. Stainless steel custom and universal door edge trim molding, and production and sample manufacturing. Earl L. Halladay and Joseph S. Bader, co-partners; Larry Wiegand, works mgr.

**REDEX, INC.,** 493 Flushing ave., Brooklyn 5, N. Y. Oil additive and automotive test tune instruments. Wayne V. Myers, pres.; F. Weiden, secy.-treas.

**REDMOND CO., INC.,** Owosso, Mich. Shaded pole induction motors, series motors, gyromotors, inverters, blowers. James W. Tweedy, pres. and gen. mgr.; R. E. Drury, dir. of per.; M. J. Koenig, gen. sales mgr.; Jack Dvorak, treas.; R. Trefz, comptr.; Glen Baumhardt, dir. of pur.; Ed Latta, senior engr., special products engrg.; John Howes, dir. of engrg.; Frank Ross, traf. mgr. **Adv. Agcy.** — The Allman Co., Detroit 26, Mich.

**REED-PRENTICE, Div. of Package Machinery Co.,** East Longmeadow, Mass. Plastic injection molding machines, die casting machines, engine, toolroom and automatic production lathes, vertical milling machines. Donald H. Dalbeck, pres., treas.; J. Joseph Kelly, vice-pres., sales; I. G. Freeman, vice-pres., engrg.; E. W. Forth, vice-pres., mach. tools; R. L. Putnam jr., vice-pres., mfg.; D. B. Dalbeck, pur. agt.; L. LaCava, traf. mgr.; G. Degon, factory supt.; G. W. McIntyre jr., adv. mgr. **Dearborn Branch Off.**—Reed-Prentice, Div. of Package Machinery Co., 23705 Michigan ave., Dearborn, Mich. **Adv. Agcy.**—James Thomas Chirurg Co., 414 Park Square bldg., Boston 16, Mass.

**REEVES BROTHERS, INC.,** 1071 6th ave., New York 18, N. Y. Fibers for auto seat cover fabrics, synthetic fabrics for auto upholstery and truck tarpaulins, diaphragms, gasket and bearing seal fabrics, industrial coatings, plastic rods, tubing, slabs. John E. Reeve, pres.; John Karrh, plastics; Jerry Wyatt, vulcan rubber prod. div. **Det. Rep.**—J. G. Neal, 408-9 Fisher bldg., Detroit.

**REGAL MOTOR PRODUCTS, INC.,** 6325 Grand River, Detroit 8, Mich. Mouldings for fenders, doors, grilles, body sills, universal telescopic rocker panel moulding kits, hydraulic parts, headlight assemblies, handles and rims. M. L. Fruman, pres.; J. H. Pearlman, vice-pres.; J. S. Fruman, treas.

**REGISTERED-TESTED CARS, INC.,** 122 Brighton ave., East Orange, N. J. Automobile warranty. James E. Smith, pres.; Irwin B. Green, vice-pres.; Norman Laidhold, secy.; Ted Cohn, treas.; Gladys A. Weiss, asst. secy. **San Francisco Reg. Off.**—110 Sutter st., San Francisco 4, Calif. G. K. Clowes, reg. mgr.

**REGNA CASH REGISTERS, INC.,** 175 Fifth ave., New York 10, N. Y. Regna cash registers, adding machine and cashier. Jorgen S. Lien, pres.; Knut Borge, vice-pres.; treas., gen. mgr., pub. rel. mgr.; Arvid Urdal, serv. mgr., chief engr.; Walter Mahoney, serv. suprv., parts and access. mgr. **Det. Rep.**—National Service Supply Co., 2974 Michigan ave. **Adv. Agcy.**—Williams Adv. Agency, New York, N. Y.

**REILLY TAR & CHEMICAL CORP.,** 1615 Merchant Bank bldg., Indianapolis 4, Ind. Brake linings, steel pickling, vapor degreasing and boiler cleaning. C. B. Edwards, pres.; P. C. Reilly, vice-pres., treas.; R. J. Wechsler, secy.; C. A. Fisher, works mgr.; H. E. Whitmore, mgr. chem. sales div.; George Nearpass, traf. mgr.; R. J. Boyle, pub. rel. mgr. **Adv. Agcy.**—The House of J. Hayden Twiss, New York, N. Y.

**REMINGTON CO., Div. of Herring-Hall-Marvin Safe Co.,** 1550 Grand blvd., Hamilton, O. Steel tool cabinets and tool chests. Warren Mosman, pres.; Ray Hutzelman, sales mgr.. **Det. Rep.**—Cliff Johns Sales Co., P. O. Box 116, Lake Orion, Mich. **Adv. Agcy.**—Rowe & Wyman Company, 3800 Reading rd., Cincinnati 29, O.

**REMINGTON RAND Div. of Sperry Rand Corp.,** 315 Fourth ave., New York 10, N. Y. Electronic data processing equipment, punched-card tabulating machines, calculating machines, adding machines, electric typewriters, contact photographic printers, loose-leaf accounting systems, photo-copy cameras, safe-cabinets, and safe-files, accounting machines, microfilm machines, library and office furniture, standard typewriters, Dexigraph cameras, catalog and ring binders, filing systems and service, duplicating supplies, stencils, Kardex visible systems, noiseless typewriters, typewriter ribbons and carbons, Line-a-Time copy-holders, portable typewriters, electric shavers, photograph projection papers. J. H. Rand, pres.; J. A. W. Simson, secy.; G. W. Banks, treas.; S. H. Ensinger, adv. mgr.; W. R. Gerhardt, dir. of procurement. **Adv. Agcy.** — Compton Adv. Agcy., New York, N. Y., George Renner, acct. exec. Young & Rubicam, Edw. Bond, acct. exec.

**RENAULT, INC.,** 425 Park ave., New York 22, N. Y. Automobiles, trucks, farm tractors, buses, diesel locomotives. Pierre Meilhan, pres.; Robert E. Valode, gen. mgr., vice-pres.; James E. Hughes, secy.; Kenneth C. Howard, asst. gen. mgr.; Andre Fonade, gen. serv. mgr.; Henry L. Brownback, chief engr.; Jack Kent, gen. sales mgr. **Adv. Agcy.**—Needham, Louis & Brorby, New York office acct. exec., William Malone.

**RENIE METAL PRODUCTS CORP.,** 396 Buffalo st., P. O. Box 344, Mansfield, O. Steel storage cabinets, parts bins, lockers, counters. P. G. Renie, pres. and treas.; Marie N. Renie, secy.; Robert Renie, works mgr.

**REO DIV., The White Motor Co.,** 1331 S. Washington, Lansing 20, Mich. Medium and heavy duty trucks; school bus chassis; engines, gas and L.P. models; industrial engines. John C. Tooker, gen. mgr.; J. J. Dervin, fact. mgr.; R. J. Darragh, div. treas.; J. L. Adams, sales mgr.; William Walworth, dir. of engrg.; E. W. Schraft, contr.; V. Gleason, Reo News mgr.; P. H. Hamelink, dir. of qual. contr.. **Adv. Agcy.** — Zimmer, Keller & Calvert, Inc., Detroit, Mich.

**REPUBLIC GEAR CO.,** 2197 Beaufait ave., Detroit 7, Mich. Ring and pinion gears, differential cases and internal parts, transmission gears, flywheel starter gears, timing gears, axle shafts, timing chains, universal joints, automatic transmission parts and tools for servicing automatic transmissions, automotive fasteners, brass fittings and flexible hose. S. S. Gordon, vice-pres., gen. mgr.; S. S. Richhart, secy.-treas.; A. Drucker, dir. of foreign sales; W. E. Zimmie, traf. mgr. **Det. Rep.**—L. K. Seward, 2197 Beaufait ave., Detroit 7, Mich. **Adv. Agcy.**—Holden-Chapin-LaRue, Inc., Detroit, Mich.

**REPUBLIC RUBBER DIV., Lee Rubber & Tire Corp.,** Albert st., Youngstown 1, O. Belting, hose, packing, molded goods, extruded products. A. A. Garthwaite, pres.; E. M. Ikirt, gen. mgr.; R. W. Deemer, works mgr.; G. L. Smith, gen. sales mgr.; H. H. Sprinkle, asst. sales; J. M. Hughes, adv. mgr., sales development mgr.; C. E. McCormick, chief engr.; P. S. Kirchner, pur. agt.; C. Mohler, traf. mgr. **Det. Rep.**—E. J. Scwartz, 807 New Center bldg. **Adv. Agcy.**—Meek & Thomas, Inc., Youngstown, O

**REPUBLIC STEEL CORP.,** Republic bldg., Cleveland 1, O. Carbon, alloy and stainless steels, titanium and titanium alloys, iron powder, automotive frame parts, axle housings, semi-finished bars, blanks, sheets, strip plates, pipe, tubing, wire products, tin plate, pig iron, steel building products, bolts, nuts, rivets, fabricated steel products, steel drainage products, screws, steel containers, pressed steel products. C. M. White, chmn.; T. F. Patton, pres.; Norman W. Foy, vice-pres., sales; E. R. Johnson, vice-pres., oprns.; W. W. Hancock, vice-pres., finance and secy.; Peter Robertson, vice-pres., research and planning; G. M. Feiel, comptr.; H. C. Lumb, gen. counsel; W. B. Boyer, treas.; L. S. Hamaker, gen. mgr. of sales; S. A. Crabtree, R. W. Helms, J. V. Burley, asst. gen. mgrs. of sales; H. H. Oldham, dir. of adv.; H. T. S. Heckman, asst. dir. of adv.; W. T. Adams, mgr. of pur. and raw materials; R. A. Eldridge, gen. traf. mgr.; E. S. Bowerfind, dir. of pub. rel. **Det. Rep.**—D. A. Shardelow, 2008 Fisher bldg. **Adv. Agcy.**—Meldrum and Fewsmith, Inc., Cleveland, O. J. C. Clawson, acct. exec.

**RESISTOFLEX CORP.,** Roseland, N. J. Gasoline, fuel, oil, refrigerant hose assemblies; aircraft hose and fittings; teflon rods, tubes, sheets and molded parts. Edgar S. Peierls, pres.; H. E. Kreba, vice-pres., chge. sales; F. V. Smith, secy.; J. M. Gentile, exec. vice-pres.; I. D. Press, vice-pres. engrg.; A. N. St. John, vice-pres., Planning and development; H. H. Wulff, mgr. ind. sales; C. A. Carlsen, mgr. aircraft sales; R. Atkins, pur. agt. **Det. Rep.**—George J. Jacobs, 19615 West Lake rd., Cleveland, 16, O. **Adv. Agcy.** — Marsteller, Rickard, Gebhardt and Reed, Inc., 11 E. 36th st., N. Y. 16.

**RESOLUTE INSURANCE GROUP, THE,** 83 Chapel st., Hartford 2, Conn. Insurance coverage on financed motor vehicles and mobile homes for independent finance and loan companies, banks, automobile and mobile home dealers financing their own time sales. L. Morganstern, chmn. of bd.; E. K. Scribner, pres.; A. C. Ward, vice-pres.; L. Armao, secy.; K. H. Field, treas.; W. Healey, H. Ordway, E. Dovin, asst. secretaries.

**REVERE COPPER & BRASS, INC.,** 230 Park ave., New York 17, N. Y. Copper and red brass for radiators; tubing for fuel, oil, gauge lines; brass for lamps, bearing shells, small parts, terminals, screws, bolts, nuts, hub caps, decorations, name plates, etc., aluminum alloy tubing, extruded shapes, coiled sheet and forgings; electric welded steel tube for exhaust and tail pipes, torque tubes, steering columns. J. M. Kennedy, chmn. of bd. and chief exec. off.; C. A. Macfie, pres., R. P. Winberg, vice-pres., gen. sales mgr.; J. S. Fidler, secy.; A. E. McCormick, treas.; N. A. Schuele, adv. and pub. rel. mgr.; C. C. Felton, vice-pres., pur. agt. (metals). **Det. Rep.** — Revere Michigan Div., 5851 W. Jefferson ave., Detroit 9, Mich. **Adv. Agcy.**—St. Georges & Keyes, Inc., New York 17, N. Y. S. J. Keyes, acct. exec.

**REVERE ELECTRIC MFG. CO.,** 7420 N. Lehigh, Chicago 31 (suburban Niles), Ill. Floodlighting, street and store front lighting, searchlights, boundary lights, fluorescent lighting, cluster lights, explosion-proof fittings. Murray J. Whitfield, pres.; Van E. Marker, vice-pres.; Arthur K. Johnson, secy.; Charles M. Schultz, treas.; John A. McDougall, sales mgr.; William W. Kingsbury, adv. and sales prom. mgr.; Alva B. Winters, chief engr.; Edward S. Benson, pur. agt.; Lawrence Bohling, traf. mgr. **Det. Rep.**—Howard E. Waite, 2737 W. Grand blvd., Detroit 8, Mich. **Adv. Agcy.**—Sidney Clayton and Assoc., 75 E. Wacker dr., Chicago 1, Ill. R. J. Hazlett, acct. exec.

**REX METAL PARTS CO.,** 1295 W. 78th st., Cleveland 2, O. Fenders, grilles, license plate holders, beaver tails, hoods, continuous type piano hinges, ventilators. Albert C. Woeller, pres.; E. M. McGuire, pur. agt.

**REYNOLDS METALS CO.,** 2500 S. 3rd st., Louisville 1, Ky. Aluminum mill products; pig and ingot, wire, rod, bar, screw machine stock; sheet, coil, plate, embossed sheet; extruded shapes, architectural shapes, structural shapes, pipe, tubing, powders and pastes; protective foil; aluminum yarn, complete aluminum fabricating and finishing facilities, building products. R. S. Reynolds jr., pres.; D. P. Reynolds, vice-pres., sales; Allyn Dillard, secy.; Calvin Coghill, treas.; D. F. Beard, gen. dir. adv.; M. C. Tobias, mgr. auto. adv.; M. W. Henry, gen. pur. agt.; J. I. Snead, traf. mgr.; Donald B. McCammond, chge. pub. rel. **Det. Rep.**—L. D. Yager, vice-pres. Fisher bldg. **Adv. Agcy.** Clinton E. Frank, Inc., Merchandise Mart, Chicago, Ill. Kenneth Karcher, acct. supvr.

**REYNOLDS & REYNOLDS CO.,** Dayton 1, O. Standard accounting systems, inventory control systems, owner follow-up systems, service dispatcher systems, payroll systems, prospect systems, dealer stationery, checks and repair orders. R. H. Grant jr., chmn. of bd.; Frank F. Pfeiffer, pres., gen. mgr.; C. J. Seifert, vice-pres.; Russell Cosby, secy.-treas.; Gordon Rohde, vice-pres., chge. production; W. G. Pfeiffer, vice-pres., chge of sales; G. W. Gross, dir. of mktg. and prod. sales; L. A. Clemmer jr., mgr. adv. and sales prom.; Ted Wooten, pur. agt. **Det. Rep.**—C. J. Seifert. **Adv. Agcy.**—Weber, Geiger & Kalat, Inc., Dayton, O. H. C. Weber, acct. exec.

**RHEEM AUTOMOTIVE CO. (a Div. of Rheem Mfg. Co.),** 601 S. Placentia ave., Fullerton, Calif. Bumpers, bumper guards, bumper support arms, chassis leaf springs, chassis coil springs, torsion bars, shackle hangers, spring anchor plates, hot and cold stampings. O. W. Carrico, gen. mgr.; D. M. Diltz, mktg. mgr.; C. W. Cochran, oprns. mgr.; W. E. Schulz jr., contr.; H. Laurent, chief engr.; P. J. Breting, pur. agt. **Det. Rep.**—H. G. Reichardt, Rheem Automotive Co., 16929 Wyoming ave., Detroit 21, Mich. **Adv. Agcy.**—Campbell-Ewald Co., 3460 Wilshire blvd., Los Angeles, Calif. R. C. Francis, acct. exec.

**RHODES, INC., M. H.,** 30 Bartholomew ave., Hartford 6, Conn. Kar-lite switch, timers and time switches. M. H. Rhodes jr., pres.; E. J. Doyle, vice-pres.; E. M. Sanderson, secy., pur. agt.; A. B. Rucci, treas.; R. Hill, works mgr.; R. C. Crapser, sales mgr.; W. Lofstrand, chief engr.; C. B. Hays, adv. mgr.; W. La-

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**RICE CHADWICK RUBBER CO.,** Box 125, Killbuck, O. Extruded rubber products. Maurice W. Chadwick, pres. and sales mgr.; Frank E. Rice, vice-pres. and treas.; J. R. Keyser, secy.; J. Rex Keyser, fac. mgr. **Det. Rep.**—Warren Pease and Co., 20001 James Couzens hwy.

**RICH MFG. CORP.,** 96 No. Division, Battle Creek, Mich. Poppet valves for internal combustion engines. H. H. Rich, pres., treas. and gen. mgr.; L. W. Kirkpatrick, vice-pres., works mgr.; G. E. Rich, vice-pres. and sales mgr.; J. R. Mohlie, vice-pres., chief engr.; F. H. Bourke, vice-pres. and sales mgr.; A. F. Sommer, secy.; C. E. Whipple, sales mgr. and adv. mgr.; W. E. Stoner, pur. agt. **Det. Rep.**—F. H. Bourke, 3222 E. Jefferson ave., Detroit, Mich.

**RICHARDSON CO., THE,** 2645 Lake st., Melrose Park, Ill. Molded plastic products, laminated sheet, rods and tubes, fabricated parts, molded laminates. J. C. Richardson, secy., adv. mgr.; R. W. Jorgensen, sales mgr.; **Det. Rep.**—Stanley L. Lundsten, 13730 W. Eight Mile rd., Oak Park 37, Mich. **Adv. Agcy.**—Durkin & Rader, Inc., Chicago, Ill.

**RICHMAN CHEMICAL PRODUCTS CO.,** 2632 W. 19th st., Chicago, Ill. Automotive chemicals: hydraulic brake fluids, transmission fluid, shock absorber fluids, shellac compounds, cements, windshield sealers, tire dressings, cleaners and repair materials, all-purpose enamel, engine enamels, top dressings, radiator specialties, polishes and cleaners, oils, lubricants and undercoating. H. I. Richman, pres.; P. H. Richman, secy.; S. Mendelson and D. I. Richman, sales mgrs. **Det. Rep.**—Leo Simon, 18039 Appoline ave., Detroit 35. **Adv. Agcy.**—J. H. Fisher Assoc., Chicago 10, Ill. J. H. Fisher, acct. exec.

**RIGIDIZED METALS CORP.,** 716 Ohio st., Buffalo 3, N. Y. Design-strengthened and textured metal. Richard S. Smith, pres.; Robert G. Leary, vice-pres., sales mgr.; Catherine Gallecier, secy.; Donald H. Campbell, vice-pres. and treas.; Richard Sampson, pur. agt. **Det. Rep.**—Fred A. Leisen, 623 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Melvin F. Hall Adv. Inc., Buffalo 2, N. Y. Dolph Lindgren, acct. exec.

**RIKER MFG. INC.,** 4901 Stickney ave., Toledo 12, O. Heavy duty mufflers, diesel stacks, exhaust system acces. W. F. Riker, pres.; L. D. Riker, vice-pres.

**RINCK-McILWAINE, INC.,** 16 Hudson st., New York 13, N. Y. Walter Rinck, pres., gen. and sales mgr.; John J. McGucklin, vice-pres. and works mgr.; K. O'Neil, secy. **Adv. Agcy.**—R.A.F. Advertising Agency, New York, N. Y.

**RING-WALD PRODUCTS,** 123 N. Lowry ave., Springfield, O. Manufacturers of motor and thermal operated flashes, steering column switches and solenoids.

**RINSHED-MASON CO.,** 5935 Milford st., Detroit 10, Mich. Lacquers, enamels, acrylics, undercoats and thinners. Frederick G. Weed, pres.; W. R. Barrett, vice-pres. and gen. mgr.; J. R. Mason, vice-pres. and mgr. of refinish div.; L. Frohberg, vice-pres. in chge. of sales. **Adv. Agcy.**—Hall-Scott Advertising, 2924 West Grand blvd., Detroit 2, Mich. John Rogers, acct. exec.

**RITE TOOL CO., INC.,** 136 Pocasset st., Fall River, Mass. Hand lathe for turning and undercutting automotive and other small armatures. Seabury B. Waring, pres., treas.; Ray C. Westgate, secy.

**RIVERSIDE TANK & MANUFACTURERS CORP.,** 1230 Clinton ave., St. Clair, Mich. Safety tanks for trucking industry. T. R. Cartwright, pres.

**ROADWAY MOUNTING & EQUIPMENT CO., INC.,** 21177 Mound rd., P. O. Box 164, Van Dyke, Mich. Truck bodies and accessories. Leonard J. Marquis, pres.; Charles D. Mosier, vice-pres.; Agnes C. Marquis, secy.-treas.

**ROBERK CO.,** Muller ave., Norwalk, Conn. Rear view mirrors. Joseph M. Robins, pres.; Norman Berke, vice-pres., sales mgr.; Louis Nagy, works mgr.; Max Robins, pur. agt.

**ROBERTS TOLEDO RUBBER CO., THE,** 4143 Monroe st., Toledo 13, O. Mechanical industrial rubber products. Robert Roberts, pres., gen. mgr., sales mgr.; H. R. Packard, asst. secy.; P. R. Roberts, secy.-treas.; H. V. Rogers, rubber development engr.; K. L. Smith, pub. rel. mgr. **Det. Rep.**—R. B. Harper & Co., 814 Fisher bldg., Detroit, Mich.

**ROBOTYPER CORP.,** 125 East Allen, Hendersonville, N. C. Automatic letter-writing equipment. D. C. Griffin, pres.; L. V. Oxley, vice-pres., chief engr.; Robert S. Miller, secy.; Patrick W. Gallagher, treas.; Harold E. Blythe, pur. agt. **Det. Rep.**—Royal Typewriter Co., 5955 Woodward ave., Detroit 2, Mich. **Adv. Agcy.**—Royal McBee Corp., Westchester ave., Port Chester, N. Y.

**ROCHESTER MFG. CO., INC.,** Rockwood, Rochester 10, N. Y. Oil pressure gauges, water temperature gauges, fuel level gauges, ammeters. William Mulcahy, chmn. of bd.; A. H. Ottman, pres. and gen. mgr.; Clark L. Hastings vice-pres., chge. sales; Warren W. Hastings, vice-pres., plant mgr.; David McEwen, sales mgr.; Wm. Chase, adv. mgr.; L. A. Mumford, pur. agt. **Adv. Agcy.**—Hutchins Adv. Co., Inc., Rochester, N. Y. Robt. Wolf, acct. exec.

**ROCHESTER PRODUCTS DIV., General Motors Corp.,** 1000 Lexington ave., Rochester 3, N. Y. Carburetors, fuel injection, cigarette lighters, steel tubing. Wallace E. Wilson, gen. mgr.; R. F. Sanders, dir. sales and engr.; H. E. Stahl, sales mgr.; K. F. Lingg, asst. sales mgr.; John P. Nally, adv. mgr.; A. F. Braun, chief engr.; S. W. Aman, pur. agt.; H. Gladding, serv. mgr.; J. P. Cahill, traf. mgr.; J. F. Hughes, pub. rel. mgr. **Det. Rep.**—W. D. Parsons, General Motors bldg., Detroit 2. **Adv. Agcy.** — D. P. Brother and Co., Detroit, Mich. T. W. Jipson, acct. exec.

**ROCKFORD CLUTCH DIV., Borg-Warner Corp.,** 18th ave. and 9th st., Rockford, Ill. Automotive clutches, industrial clutches and power take-offs. H. L. Emerson, pres. and gen. mgr.; G. L. Christianson, exec. vice-pres.; R. A. Carlson, vice-pres., engrg.; E. R. Williams, sales mgr.; F. M. Palmquist, secy.-treas.; M. E. Carlson, works mgr.; C. H. Garmager, dir. of engrg. and research; A. H. Anderson, chief products engr.; C. G. Knott, pur. agt. **Det. Rep.**—W. A. Sokol, 7-234 General Motors bldg., Detroit. **Adv. Agcy.**—Midwest Adv. Agency, Rockford, Ill.

**ROCKWELL SPRING AND AXLE CO.,** Coraopolis, Pa. Truck and bus axles, steering and trailer axles, bumpers and bumper brackets, truck and automobile cushion seats, backs and frames, precision and all ferrous metal forgings, open grating and stair treads, mechanical and precision springs, stampings and assemblies, transfer cases and special drives for agriculture, construction and general industry, universal joints and propeller shaft assemblies. Willard F. Rockwell, chmn. of bd.; C. J. Queenan, pres.; C. B. Black, exec. vice-pres., sales & mktg.; G. C. Shannon, vice-pres., contr.; A. A. Finnell, secy.; W. M. Balliette, treas. **District Sales Office**—1217 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—MacFarland, Aveyard & Co., 333 N. Michigan ave., Chicago 1, Ill. G. W. Stokes, vice-pres., acct. exec.

**RODMAN MFG. CO., INC.,** 105 S. Gorham st., Jackson, Mich. "Grip-On" mechanic's protective work covers; seat, fender, steering wheel and utility covers (floor mat covers, battery covers, etc.), exhaust tubing, fittings, and blowers. M. S. Rodman sr., pres.; gen. mgr.; M. S. Rodman jr., vice-pres., gen. sales mgr.; Wilhelmina Rodman, secy.-treas.

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**ROLLER BEARING CO. OF AMERICA,** Sullivan Way, West Trenton, N. J. Cylindrical roller bearings. Raymond E. Trainer, pres., gen. mgr.; Francis H. Trainer, vice-pres., works mgr.; Robert V. Trainer, secy.; Edward C. Trainer, treas.; E. M. Scribner, asst. sales mgr.; Victor L. Barr, chief engr.; Richard J. McCoy, pur. agt.; James J. Grace, sales mgr. repl. div. Robert R. Voorhees, sales mgr.

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**ROOTES MOTORS, INC.,** 505 Park ave., New York 22, N. Y., 42-32 21st st., Long Island City 1, N. Y., 9830 W. Pico blvd., Los Angeles, Calif. Concessionaires and sole importers of British made cars and trucks of the Rootes Group (Hillman, Humber, Sunbeam and Singer cars, Commer and Karrier Commercial Vehicles) and the Rover Company (Rover cars and Land Rovers). Directors, Sir William Rootes, Sir Reginald Rootes, Brian G. Rootes, J. T. Panks, P. C. A. Carpenter, and E. L. Frohlich, secy.-treas.; P. Lloyd-Owen, East Coast sales mgr.; C. R. Melton, West Coast sales mgr.; H. Henkel, Overseas sales mgr.; R. A. Wimbush, East Coast serv. mgr.; W. Knouff, West Coast serv. mgr.; D. Bennett, East Coast parts mgr.; H. Gallus, West Coast parts mgr.; R. Cesmat, retail sales mgr.; G. Polcari, retail serv. mgr.; K. Langridge, traf. mgr.; C. Bosch, pur. agt.; F. DeSimone. **Adv. Agcy.**—Erwin Wasey, Ruthrauff & Ryan, Inc. John Lowden, acct. exec.

**ROSS GEAR AND TOOL CO., INC.,** Lafayette, Ind. Steering gears for automobiles, buses, trucks, farm equipment, road machinery and boats. J. E. Jarrell, pres.; F. H. Davis, vice-pres.; E. E. Leitner, vice-pres.; O. J. Norris, secy.-treas.; P. A. Newman, chief eng.; M. W. McConnell, pur. agt.; T. A. Decker, serv. mgr.; P. L. Hofmeister, dir. of ind. rel. **Adv. Agcy.**—Caldwell-Larkin & Sidener-Van Riper, Inc., Indianapolis, Ind.

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**ROTTLER BORING BAR CO.,** 1221 Poplar pl., Seattle 44, Wash. C. T. Rottler, pres.; D. B. Rottler, secy., J. C. Rottler, treas. **Adv. Agcy.**—Advertising Counselors, Seattle, Wash.

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**RPM PRODUCTS, INC.,** 17260 Gable ave., Detroit 12, Mich. Mouldings, stampings, assemblies. J. Lee Rycenga, pres., sales mgr.; Charles Hull, vice-pres., gen. mgr.; Fred Colombo, secy.; M. Van Peteghem, prod. mgr. **Det. Rep.**—J. Lee Rycenga.

**R.P.O. CHEMICAL CORP.,** 2727 E. Nine Mile rd., Hazel Park, Mich. R.P.O. paint dissolver. Carl J. Schroeder, pres., treas. and sales mgr.; David W. Schroeder, vice-pres.

**R-TIC AIRE CO.,** 106 W. 19th st., Kansas City 8, Mo. Automotive air conditioning. Frank Snyder, gen. mgr.

**RUBATEX DIV., Great American Industries, Inc.,** Bedford, Va. Closed cellular rubber. Sheets and fabricated parts; closed cellular tubing, cord and misc. shapes. R. A. Pritzker, pres.; Donald A. Levine, vice-pres., gen. mgr.; Edward H. Durkee, secy-treas.; W. C. Walters, sales mgr.; Charles Metz, Div. comptr.; Donald Cornmesser, prod. mgr.; L. G. Norman, tech. dir.; C. O. Mitchell, plant engr.; Mary B. Dean, pur. agt. **Det. Rep.** — R. B. Harper Co., 814 Fisher bldg.

**RUBBERMAID, INC.,** E. Bowman st., Wooster, O. Rubbermaid Kar-Rugs. James R. Caldwell, pres. and gen. mgr.; Forrest B. Shaw, vice-pres., asst. gen. mgr.; Donald E. Noble, vice-pres., chge. of fin.; William F. Coulter, automotive sales mgr.; Jack Shepherd, adv. mgr.; Leland B. Hart, chief engr.; E. G. Berglind, purch. agt.; Ed Stefanski, traf. mgr. **Adv. Agcy.** — McDaniel, Fisher, Spelman, Akron, O. O. Loos, acct. exec.

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**RUSSELL MFG. CO., THE,** Middletown, Conn. Brake linings, clutch facings, car seat belts. L. A. Runton, pres.; L. S. Sullivan, vice-pres., sales; R. B. Williams, vice-pres., secy.; H. C. Morton, dir. resch.; H. C. Butterworth, export sales mgr.; T. J. Keane, sales engr.; F. A. Thompson, mgr. equip. sales, 444 Lake Shore dr., Chicago, Ill.; W. F. Heyd, mgr. equipment sales, 8-125 General Motors bldg., Detroit, Mich.

**RUST MASTER CHEMICAL CORP.,** 56 Creighton st., Cambridge, Mass. Rust master, sludge master, leak master, gas master, rust master royal, rust master rub, lubricant, carb master, parts master. Zac Drake, pres.; D. Gregory Grogan, treas. **Adv. Agcy.** — Cory Snow, Inc., Boston, Mass.

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**RYDER ADVERTISING CO.,** Morristown, N. J. Name plates, scotchlites, key cases, advertising and convention specialties, business gifts. F. L. Ryder, gen. mgr.

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**S K F INDUSTRIES, INC.,** Front st. and Erie ave., Philadelphia 32, Pa. Ball and roller bearings. E. R. Broden, pres., chmn. of bd.; W. J. Wiley, vice-pres., treas.; A. S. Roberts, secy.; S. H. Smith, vice-pres. in chge. sales; R. G. Moore, adv. mgr.; G. Palmgren, vice-pres. chge. engrg. and resch.; F. E. Whyte, gen. pur. agt.; J. Bremer, pur. agt.; H. Kaseman, traf. mgr.; J. H. Sutherland, dir. of sales; B. J. Fraher, dir. mktg. **Det. Rep.** — W. C. Ahlers, 18350 Schaefer, Detroit 35, Mich. **Adv. Agcy.** — G. M. Basford Co., 60 E. 42nd st., New York 17, N. Y.

**S & M LAMP CO.,** 1700 N. Spring st., Los Angeles 12, Calif. Clearance lites, marker lites, mirrors, fog lites, backup lites, safety lites, reflectors, reflector flares, stop and tail lites, directional signals, trailer connectors, flags, fuses, tractor lites, dome lites, flashers, portable flood lites, police and fire department safety lites.

**S. O. S. DIV., GENERAL FOODS CORP.,** 7123 W. 65th st., Chicago 38, Ill. Scouring pads (steel wool and soap, combined) for cleaning white-wall tires. George W. Brooks, gen. mgr.; Charles A. Tucker, mktg. mgr.; **Adv. Agcy.** — McCann-Erickson, Inc., San Francisco, Calif. C. Hestorff, acct. super.

**S & W TOOL CO.,** 1001 E. Manchester, Los Angeles 1, Calif. Specialized tools and parts for complete re-manufacturing of Chrysler-engineered fluid drive units. Sam Zinkow, gen. mgr.; Edward Zinkow, chief engr. and pur. agt.

**SAATY FUEL INJECTOR CORP.,** Turks Head bldg., Providence, R. I. Fuel injector for automotive and industrial engines. Grafton Willey III, pres., treas.; Roger W. Angstman, vice-pres. engrg.

**SABRE METAL PRODUCTS, INC.,** 8000 West 47th st., Lyons, Ill. Low-bed trailers. E. A. Yucis, pres.; Mrs. Veronica Yucis, vice-pres.; Mrs. Elvige Yucis, secy.-treas.; Marvin R. Wegner, plant mgr; S. Zanders, contr.; John H. Coon, chief engr.; Fred Kowalski, process engr.

**SAFETEE GLASS CO.,** 4717 Stenton ave., Philadelphia 44, Pa. Laminated glass products, flat and bent—**Sealed Brilliance** mirrors, bullet-resisting glass, automobile glass, laminated plastic, goggles, lenses, etc. Ralph A. Gibbs, pres.; James W. Gibbs, vice-pres.; A. Boehm, secy.; C. L. Krebs, treas.; A. G. Worrall, research and development engr.; C. A. McCusker, sales and sales prom. mgr. **Det. Rep.**—J. E. Morrison.

**SAFETY ENGINEERS, INC.,** P. O. Box 1753, Stockton, Calif. Automobile stabilizer. Durward A. Spencer, pres. and gen. mgr.; Sam Wahyou, vice-pres.; Forrest E. Macumber, secy. and treas.

**SAF-T-LOK MFG. CO.,** 4351 Dar Lane, St. Louis 23, Mo. Auto seat belts, restraining straps for children. Les Casanover, pres. and gen. mgr.; Jan Casanover, vice-pres.; M. Weismantle, secy. and treas.; Walter Thomas, sales mgr. **Adv. Agcy.**—Setco Co., St. Louis, Mo.

**SAGINAW INDUSTRIES CO.,** 2101 S. Jefferson ave., Saginaw, Mich. Saginaw replacement grilles. E. C. Swift, pres., gen. mgr.; H. D. Snyder, vice-pres., sales mgr.; Otto Carlson, secy.-treas.; N. S. Eastin, contr.; E. H. Dycewicz, chief engr.; T. R. Sprott, plant mgr.

**SAGINAW STEERING GEAR DIV., General Motors Corp.,** 3900 Holland, Saginaw, Mich. Power and manual steering gears, hydraulic pumps, steering linkages, propeller shafts, universal joints, ball bearing screw and ball bearing spline assemblies. William H. Doerfner, gen. mgr.; Joseph E. Godfrey, works mgr.; Harry Hawkins, dir. of sales and engr.; Fred M. Ison, sales and service mgr.; Wesley

(Continued)


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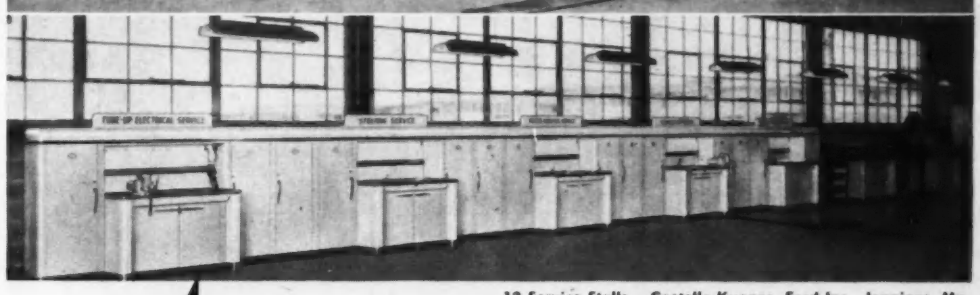
*From...* customer reception area to shop service area



13 Service Stalls — Costello-Kuenzo, Ford Inc., Jennings, Mo.

*Shure-built equipment...* creates customer confidence and good-will... result:—more sales. An orderly, easy-to-maintain service area creates efficiency, holds good mechanics... result:—more satisfied customers; more repeat business. Shure-equipped shops get and keep the profitable business!

*Ask your jobber or write us for descriptive catalog on entire Shure-built line*

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# Who's Who in the Auto Industry

(Continued)

Mitts, asst. sales mgr.; P. R. Zeigler, chief engr.; Fred M. Cooper, pur. agt.; Bernard Rae, traf. mgr. **Adv. Agcy.** — D. P. Brother & Co., General Motors bldg., Detroit 2, Mich.

**SAGINAW WIRE PRODUCTS, INC.,** 5763 Dixie hwy., Saginaw, Mich. Formed wires and wire products specializing in lengths up to 14 feet. J. H. Hoern, pres.; C. E. Dilts, vice-pres.; L. W. Staples, exec. vice-pres., gen. mgr.; Ezra H. Frye, secy.; W. Lloyd Yeo, treas. **Det. Rep.**—James C. McDonald, 450 Westwood dr., Birmingham, Mich.

**ST. CLAIR RUBBER CO.,** 440 E. Jefferson ave., Detroit 26, Mich. Rubber coated fiberglas and cotton fabrics, rubber adhesives, flat rubber pressed goods, molded and extruded rubber goods. S. R. Livingstone, pres., treas., gen. mgr.; L. R. Turner, exec. vice-pres., sales mgr.; F. E. Lester, vice-pres., contr.; H. G. Higbie, secy.; L. J. Styerak, vice-pres., prod.; J. W. Boukamp, asst. sales mgr.; P. Fairfield, chief engr.; M. Haynes, pur. agt.

**ST. PIERRE CHAIN CORP.,** 50 Frank st. Worcester 4, Mass. Tire chains, tractor chains, tools forgings. Henry St. Pierre, pres., treas. and gen. mgr.; Thomas St. Pierre, vice-pres., sec. and works mgr.; Raymond D. Moore, gen. sales mgr.

**SALES ACCOMPLISHMENT CO.,** 121 Circle rd., Syracuse 10, N. Y. Low cost incentive plans for effectively motivating auto salesmen. Approved. Simple to use. S. H. Johnson, gen. mgr. **Adv. Agcy.**—The Cerre Co., Detroit, Mich.

**SALSBURY CORP.,** 1161 E. Florence ave., Los Angeles 1, Calif. Tire changing equipment for cars and trucks, air hammers, motor seal system for cracked motor blocks and cylinder heads, "Expand-O-Matic" tire wheel for precision buffing. E. F. Salsbury, pres., gen. mgr.; G. L. Carpenter, treas.; L. D. Thostenson, vice-pres., chief engr.; H. I. Salsbury (Motor seal and pneumatic tool div.) sales mgr.; W. H. Kurtz, pur. agt.

**SANCO MFG. CO.,** 125 Ivy st., N. E., Atlanta 3, Ga. Automobile venetian blinds, wash mitts, polishing mitts, safety grilles for station wagon rear windows, Thunderbird Town-Car kits. Alton Sanders, pres.; Paul Cadenhead, secy. **Adv. Agcy.** — Bearden-Thompson-Frankel & Eastman-Scott, Atlanta, Ga.

**SANTAY CORP.,** 351 N. Crawford ave., Chicago 24, Ill. Automatic cigar lighter, windshield washer, plastic picnic coolers. Daniel Szantay, pres.; V. Szantay, James E. Wood, vice-presidents; R. Parkhurst, treas.; S. Cramer, gen. mgr.; W. B. Mason, sales mgr.; T. P. Kennedy, pur. agt. **Adv. Agcy.** — Elwin Advertising Agency, 154 E. Erie, Chicago 11, Ill.

**SANZO SPECIALTIES,** Box 68, Endicott, N. Y. "World's Largest Match Books," sales promotion plans, used car key tags with beaded chains, advertising specialties, standard forms. Anthony Sanzo, owner; Anthony Sanzo jr., sales mgr. **Det. Rep.** — Thomas Weinzapt, 1918 Evansdale, Toledo, O.

**SARAN LINED PIPE CO.,** 2415 Burdette, Ferndale 20, Mich. Pipe, fittings, valves and tubing. S. H. Blackmore, pres.; J. W. Reed, secy.-treas.

**SATORI CO., LTD., PETER,** 325 West Colorado, Pasadena, Calif. Importers and distributors for Rolls Royce, Bentley and Aston Martin. Importers and distributors for the Western United States for Auto Union Products. Peter Satori, pres.; Claudia L. Satori, vice-pres., secy.; Homer E. Black, compt.; Teodoro Picado, sales mgr.; Stanley M. Garthwaite, works mgr.; Mark A. Howard, whlse. mgr.; Dietrich Kijora, whlse. mgr.; Dagmar Gwinn, personal secy. to Mr. Satori. **Adv. Agcy.**—Erwin L. Buxton, Advertising, 659 E. Walnut, Pasadena, Calif.

**SAYLOR-BEALL MANUFACTURING CO.,** St. Johns, Mich. Air compressors, spray guns, tire pumps, farm and factory general purpose unit, farm and home general purpose units. R. V. Allman sr., pres.; R. V. Allman jr., vice-pres.; George L. Reynolds, chief engr. and sales mgr.; Henry W. Dellar, pur. agt.

**SCANDINAVIA BELTING CO.,** 744 Broad st., P. O. Box 464, Newark 1, N. J. Automotive brake linings. Col. W. C. Fenton, pres.; C. P. Miller, vice-pres.; C. B. Whitley, secy., works mgr.; V. A. Spina, treas., gen. mgr.; A. E. Daly, sales mgr., automotive div.; J. G. Bolton, chief engr. **Det. Rep.**—R. B. Humphrey, 2321 St. Clair ave., Cleveland 14, O. **Adv. Agcy.**—J. M. Kesslinger & Assoc., 37 Saybrook pl., Newark 2, N. J.

**SCHAUER MANUFACTURING CORP.,** 4529 Alpine ave., Rossmoyne, O. Battery chargers, battery boosters, growlers, automotive test instruments. A. J. Kohn, pres. treas.; G. L. Nord, vice-pres., chief engr.; S. E. Wright, vice-pres., sales; K. Wilson, asst. sales mgr.; D. T. Face, pur. agt. **Adv. Agcy.**—Keelor & Stites, Cincinnati, O.

**SCHENEKER IRON WORKS, INC.,** 350 Sycamore st., Buffalo 4, N. Y. Snow plows truck mounted, hack hoe diggers truck mounted, special equipment. Michael J. Scheneker, pres., gen. mgr.; Alvin W. Matthies, vice-pres., sales mgr.; John Cook, secy.; Gertrude Stypczynski, treas.

**SCHERER, CORP., R. P.** 9425 Grinnell ave., Detroit 13, Mich. Gelatin capsules for lubricants, oils, starting fluids, chemicals and special formulas. Robert P. Scherer, pres.; Edw. W. Johnson, vice-pres., secy.-treas.; F. L. Henning, sales mgr.; Norman J. Boehm, adv. mgr.; LeRoy Farnum, pur. agt.; Frank Stark, traf. mgr. **Adv. Agcy.**—Cortez F. Enloe, Inc., New York, N. Y. Dr. C. F. Enloe, acct. exec.

**SCHILDMEIER CO., H. C.,** 312 N. Senate ave., Indianapolis 2, Ind. Wheel balancer, wheel press, hydraulic dual tire lift, mechanical tire lift, tire dollie, weight pliers. Leah R. Schildmeier and J. H. Schildmeier, partners; Sandy Garvin, pur. agt.; H. L. Summerfield, sales mgr.

**SCHLEGEL MANUFACTURING CO.,** 1555 Jefferson rd., P. O. Box 197, Rochester 1, N. Y. Windlace, seaming lace, moulding, assist straps, robe rails, glass run channel, pile lining, polishing buffs. Carl F. Schlegel, pres., gen. mgr.; James F. Sproat, treas., sales dir.; Kenneth C. Schlegel, sales mgr. and adv. mgr.; Bernard Weckelman, chief engr.; James F. Doris, pur. agt.; Donald A. Tesch, secy. **Det. Rep.**—Automotive Materials Corp., 2200 Fisher bldg.

**SCHNABEL CO.,** S. Tenth st., Pittsburgh 3, Pa. Truck bodies, refrigerated; package delivery, retail milk and all other custom-built truck bodies. John A. Schnabel, pres.; Ray Mansmann, treas., chmn. of bd. and gen. mgr.; Mildred Mansmann, vice-pres.; John B. Stoessel, works mgr.; Adolph Stark, chief engr.; Donald N. Rupert, asst. to gen. mgr.; J. L. Montemurro, pur. agt.; Lloyd Heatherington, sales mgr.; James A. McKenzie jr., treas.

**SCHOFIELD MFG. CO.,** 1140 East 222nd st., Cleveland 17, O. Autobody replacement panels, door repair panels. Edwin H. Graver, gen. mgr.

**SCHRADER'S SON, A., Div. of Scovill Mfg. Co., Inc.,** 470 Vanderbilt ave., Brooklyn 38, N. Y. Tire valves, caps, cores, tire pressure gauges, airline (chuck) gauges, air chucks, tire valve service tools, electric valve and tube vulcanizers, spark plug tire pumps, air hose fittings, quick couplers, blow guns, valves for rubberized fabric containers, cylinders and valves for factory air installations. S. T. Williams, vice-pres., gen. mgr. (A. Schrader's Son div.); G. A. Drew, vice-pres., gen. sales mgr.; D. A. Jones, mgr. access. sales; F. L. Engstrom, mgr. ind. sales; D. F. Cisney, adv. mgr.; D. C. Baker, mgr. **Akron Branch:** R. C. Maxwell, mgr. **Los Angeles Branch:** W. C. Manville **Det. Rep.**—G. H. Schneider, mgr. tech. serv. (Brooklyn, N. Y.) **Adv. Agcy.**—G. M. Basford, 60 E. 42nd st., New York 17, N. Y.

**SCHROEDER & TREMAYNE, INC.,** 1711 Delmar blvd., St. Louis 3, Mo. Imported English chamois, imported French chamois, Cord-bound chamois, Seawool sponges, Cellusponge and Alpine cellulose sponges. Theodore Schroeder, pres., gen. mgr.; F. B. Schroeder, vice-pres., sales mgr.; Carl Rueck, secy.-treas.; A. Smith, pur. agt.

**SCHWITZER CORP.,** 1125 Massachusetts ave., Indianapolis 7, Ind. Fan drives, fan blades, accessory drives, vibration dampers, air starting motors, oil and water pumps, shaft seals, turbochargers and superchargers. Louis Schwitzer, chmn. of bd.; Louis Schwitzer jr., pres.; John Anderson, vice-pres. mfg.; Kurt Beier, vice-pres. engrg.; E. J. Dowd, secy., comptr.; Forrest Smith, mgr., procurement admin.; E. S. Witchger, gen. sales mgr.

**SCIAKY BROS., INC.,** 4915 W. 67th st., Chicago 38, Ill. Electrical resistance welding equipment (spot, projection, seam, flash-butt welders, standard and special machines, multiple welders, rocker arm, roll spot and press type, portable guns, electronic controls, transformers and boosters). David Sciaky, pres.; Sam Sciaky, vice-pres.; Mario Sciaky, dir. of Calif. research plant; Maurice Sciaky, vice-pres.; J. Carasso, secy.; P. Benveniste, treas.; F. Swanson, plant mgr.; W. J. Farrell, chief application engr.; Tom L. Lonergan, mktg. mgr.; V. B. Hjerpe, chief engr.; J. Bilik, pur. agt.; L. Pijon, traf. mgr. **Det. Rep.**—Leo Gilbert, Room 442 New Center bldg., 7430 second blvd., Detroit, Mich. **Adv. Agcy.**—Russell T. Gray, Chicago, Ill.

**SCINTILLA DIV., Bendix Aviation Corp.,** Sidney, N. Y. Ignition equipment for piston, jet, turbo-jet and rocket motors, industrial engine magnetos, electrical connectors, fuel injection for diesel engines, ignition analyzers and other components and accessories. G. E. Steiner, gen. mgr.; D. B. Morse, sales mgr.; F. O. Rettberg, adv. mgr.; W. J. Spengler, dir. of engrg.; H. C. Walters, asst. dir. of engrg.; S. E. Gregoire, chief engr., electrical; L. W. Trees, serv. mgr.; G. C. Cottrell, compt.; C. Kuebler, factory mgr.

**SCOVILL MANUFACTURING CO.,** 99 Mill st., Waterbury 20, Conn. General Mfg. Div.: Metal parts and complete assemblies made on a contract basis. Complete manufacturing and finishing facilities for the production of stamping, drawn shells, and eyelets from steel, aluminum, brass, copper and zinc. Forging and Screw Machine Div.: Screw machine products made to order. Nonferrous metal forgings. Closure Div.: "Paneloc" panel fasteners, high performance fasteners, rotary latches, snap fasteners. Industrial Fastener Div.: Pre-assembled washer units, machine, self-tapping and Philip's head screws, special industrial fastening devices. L. P. Sperry, chmn. of bd.; W. M. Goss, pres.; M. L. Sperry, II, exec. vice-pres.; H. Merriman, secy.-treas.; H. W. Wild, vice-pres., gen. mgr. of gen. mfg. div.; P. E. Fenton, vice-pres., gen. mgr., closure div.; C. P. Goss, vice-pres., gen. mgr., mills div.; W. H. Machin, vice-pres., gen. mgr., forgings and screw machine div.; Wm. Black, sales mgr., ind. fastener sales; L. P. Cobb, dir. Cobb, dir. of pur.; J. B. Griffin, traf. mgr.; A. C. Curtiss, vice-pres., pub. rel. mgr.; G. K. Thornton, adv. mgr. **Det. Rep.**—Metalec Sales, Inc., 1135 Fisher bldg.; Thomas S. Howell, 19455 James Couzens hwy. **Adv. Agcy.**—Needham, Louis and Brorby, Inc., New York, N Y. Leonard Bridges, acct. exec.

**SCULLY SIGNAL CO.,** 174 Green st., Melrose 76, Mass. Whistling gas tank fill signals, "Ventalarm." Frank P. Scully, pres.; William G. Rowell, vice-pres.; Warren C. Rowe, treas. **Det. Rep.**—R. G. Firth, 22285 Michigan ave., Dearborn, Mich.

**SEALED POWER CORP.,** 2001 Sanford st., Muskegon, Mich. Piston rings, transmission sealing rings, side seal oil rings, pistons, cylinder sleeves. Paul C. Johnson, pres.; R. E. Murbarger, vice-pres. in chge. of sales; D. M. Hesling, vice-pres. in chge., engrg.; B. T. Pickel, vice-pres. chge. mfg.; G. E. Reynolds, secy.-treas.; R. A. Snyder, sales mgr., original equip. div.; C. H. LeFevre, sales mgr., replacement sales div.; J. E. Norwood, dir. adv. E. C. Beck, chief engr.; L. P. Kelly, pur. agt. **Det. Rep.**—J. L. Talbott, Edward Carlson, Geo. Jobin jr., Edw. H. Lejuste, 7-236 General Motors bldg.

**SEALTIGHT CORP.,** 228 1st st., N. E., Cedar Rapids, Ia. Ignition insulators. O. W. Lawrence, pres.; H. A. Stone, vice-pres.; C. W. Nelson, secy., gen. mgr., pur. agt.; Milton Shapiro, adv. and sales mgr.; M. LaTour, credit mgr.; E. J. Wasta, treas. **Adv. Agcy.** — Altman-Gilbert Adv. Agency, Cedar Rapids, Ia.

**SEALTITE QUILTING CORP.,** 471 Manhattan ave., Brooklyn 21, N. Y. Electronic quilting of vinyl plastic. Jerome Fine, pres.; Moses Weiss, treas.; Irving Ladd, traf. mgr. **Adv. Agcy.** — Erland, New York, N. Y.

**SEAMAN PAPER CO.,** 1236 Sherman ave., Evanston, Ill. Insulation, aircraft insulation, auto body boards. J. B. Seaman, pres.; Clayton Seaman, vice-pres.; M. Folkers, secy.; A. J. Drusch, treas.

**SEAMLESS RUBBER CO.,** 253 Hallock ave., New Haven 3, Conn. Tape for masking, protecting, sealing, identifying, insulating, reinforcing. A. R. Gow, pres.; J. Thos. Gibbons, vice-pres., asst. to pres.; E. J. McDonald, secy-treas.; F. F. Hollowbush, compt.; W. B. Watson, exec. vice-pres.; H. L. Barich, gen. sales mgr.; R. Reid, sales mgr. F. O. S. Ind. Tape Div.; W. H. Boylan, dir. Safety-Clad Products; E. P. Dawson, adv. mgr.; G. H. Greenwald, serv. mgr.; A. A. Kent, chief engr.; John E. Coutts, pur. agt.; Wm. Hodgetts, traf. mgr. **Det. Rep.**—W. C. Weeks, 3860 Carriage rd., Birmingham, Mich. **Adv. Agcy.**—Chas. W. Hoyt, Inc., New York 17, N. Y.

**SEAVIEW INDUSTRIES,** 4030 N. W. 29th st., Miami 48, Fla. Fold-down awnings, carports, custom-made awnings, patios. Paul Rimmeir, pres.; Nathan Becker, vice-pres. prod.; Joseph Cicero, vice-pres. sales.; Budd S. Sheesley, vice-pres. merch.; Walter Bullard, prod. control; Harry Wells, chief engr.; John Berger, pur. agt.

**SEIBERLING RUBBER CO.,** Akron 9, O. Tires, tubes, floor mats, rigid plastics, tire rebuilding accessories and repair materials. J. P. Seiberling, chmn. of bd., pres.; W. P Seiberling, secy.; R. J. Thomas, vice-pres. and treas.; H. P. Schrank, exec. vice-pres.; C. E. Jones, vice-pres., compt.; L. M. Seiberling, vice-pres., chge. sales; E. A. Hensal, vice-pres., chge. prod.; R. L. Perkins, H. E. Thomas, asst. secretaries; J. H. Higgins, mgr. mfrs. sales; J. J. Walbeck, mgr., adv. and mdse.; W. T. Johnson, asst. vice-pres. chge. of sales; J. A. Fouche, gen. sales mgr.; W. E. Cowell, serv. mgr.; E. R. Gibson, pur. agt.; A. P. Baum, traf. mgr.; Douglas Mueller, pub. rel. dir. **Det. Rep.**—P. J. Dunn, Room 7-255, General Motors bldg., Detroit, Mich. **Adv. Agcy.**—Meldrum and Fewsmith, Carnegie Hall, Cleveland 15, O. William Tucker, acct. exec.

**SERVICE MOTORS CO.,** 581 Hempstead Tpke., Elmont, L. I., N. Y. Crosley automotive equipment and accessories for Crosley automobiles, industrial and military application. Crosley 4-cylinder gasoline engines and parts for Crosley cars, industry, refrigeration, marine, generators. Edward A. Herzog, pres.; Hy Golfman, vice-pres.; George W. Drum, gen. sales mgr.; Harry D. Francis, chief engr.

**SERVICE PARTS SYSTEMS, INC.,** 13380 E. Nine Mile rd., East Detroit, Mich. Small parts stocking units, specialized steel equipment for efficient storing and handling of small parts, units for counter, bench, and assembly line use. E. F. Major, pres.; A. C. Ferguson, vice-pres.; Mrs. E. F. Major, secy.

**SERVICE STEEL DIV.,** 1435 Franklin st., Detroit 7, Mich. Steel tubing, seamless, welded, stainless, aircraft, hydraulic, cold drawn butt welded. Richard S. Van Pelt, pres., treas.; R. A. Siewert, sales mgr.; C. M. Foster, vice-pres.; Alex Lloyd, works mgr.; W. S. Wilson, secy.; C. G. Beaubien, adv. mgr. pur. agt.; T. Smyth, traf. mgr.; Don Van Pelt jr., chief engr. **Adv. Agcy.**—Claude E. Whipple, Adv., Detroit 1, Mich. E. M. Davidson, acct. exec.

**SERVICE SUPPLY CO.,** 1115 Seventh st., Denver 4, Colo. Radiator and block seal, non-acid cooling system cleaner, acid type cooling system cleaner, Rust inhibitor and water pump lubricant, carburetor and fuel pump cleaner, tuneup oil, auto wash, hand cleaner, grease remover, Wrencho penetrating oil, chamois skin cleaner, diesel and gasoline engine starting fluid, clear rubber lubricant, windshield cleaner, brake fluid, ready-to-use motor cleaner. Wm. L. Knoyer, pres., gen. mgr.; E. W. Redman, plant mgr.; T. H. Stevenson, sales mgr., adv. mgr.

**SETH THOMAS CLOCKS, A Div. of General Time Corp.,** 135 S. Main st., Thomaston, Conn. Electric and keywind household and commercial clocks. D. J. Hawthorne, pres.; J. H. Schmidt, vice-pres., secy.; E. W. Jamison, treas., compt.; P. M. Fischer, gen. mgr.; Wm. Mara, serv. mgr.; R. Kramer, chief engr.; C. E. Campbell, pur. agt.

**SHAKEPROOF DIV., Illinois Tool Works,** St. Charles rd., Elgin, Ill. Lock washers, pre-assembled screw and washer, nut and washer, thread cutting screws, self-locking nuts, terminals, spring washers, sealing fasteners. Harold Byron Smith, pres.; Eugene W. Fuller, Andrew L. Pontius, J. B. O'Conner, E. W. Shipman, vice-presidents; J. R. Russell, secy; W. E. Bruse, works mgr.; R. W. Bill, sales mgr.; K. C. MacKay, mdse. mgr.; W. M. Hanneman, exec. engr.; F. K. Knohl, chief consultant; A. L. Froehlich, pur. agt.; P. F. Anderson, sales prom. mgr.; Jay Tomlin, pub. rel. mgr.; R. D. Toler, adv. mgr.; Wm. McMinn, traf. mgr. **Det. Rep.**—Russell H. Maude, 1403 E. State Fair, Detroit 3, **Adv. Agcy.**—Waldie and Briggs, Inc., 221 N. LaSalle st., Chicago 1, Ill. R. M. Wall, acct. mgr.

**SHALER CO.,** 21 E. Jefferson st., Waupun, Wis. Tire and tube repair materials, lubrication oil specialties. A. G. Gibbons, chmn. of bd.; J. A. Zeratsky, pres.; W. S. Coles, exec. vice-pres.; H. C. Engelbracht, treas.; J. H. Boyle, sales supvr.; H. W. Nicholes, mgr. after mkt. dev.; H. Hanson, chief engr.; B. H. Bredeson, pur. agt. **Det. Rep.**—Claude E. Sharp, 914 Donovan bldg.

**SHARON STEEL CORP.,** Sharon, Pa. Pig iron, open hearth ingots, blooms, slabs, billets, sheet bar and plates, alloy and stainless hot and cold rolled strip steel, black, pickled and coated strip steel, special alloy coated strip steels, sheet steel, tensional and heavy duty steel strappings, strapping tools and accessories, lithographed seals, electric welded steel tubing, steel strong posts, lintels, scaffolding, racks, electro galvanized strip, painted strip, titanium products, coke, sulphate, benzol, toluol, xylol, solvent and tar. A. M. Tredwell jr., pres.; J. A. Roemer, chmn. of bd.; Henry Roemer, chmn. exec. comm.; J. J. Kraus, vice-pres., gen. mgr. Dearborn Div.; K. O. Swanson, secy.; W. T. Blair, vice-pres. and treas.; W. J. McCune, sales gen. mgr.; D. B. Carson, exec. vice-pres.; J. D. Neuman, vice-pres. and dir. of pur.; F. W. Knecht, jr., vice-pres. gen. mgr. Brainard Div.; R. B. Allan, mgr. hot rolled sales; J. E. Sowers, pub. rel. and adv. mgr.; E. A. Heutsche, mgr. c.r. and coated sales; A. G. Neese, C. W. Diven jr., asst. gen. mgrs. sales; L. H. Wilson, mgr. forging and semi-finished sales; R. N. Merk, chief engr.; G. R. McQuiston, pur. agt.; L. K. Whitcomb, mgr. mkt. research; F. W. Bennett, asst. vice-pres. and traf. mgr. **Det. Mgr.**—R. E. Peterson, P. O. Box 4438, Joyfield Station, Detroit 28, Mich. **Adv. Agcy.**—Duffy, McClure & Wilder, Inc., Cleveland, O. Robert Kenyon, asst. exec.

**SHATTERPROOF GLASS CORP.,** 4815 Cabot ave., Detroit 10, Mich. Curved Shat-R-Proof windshields in clear, tinted and shaded plate glass; Shat-R-Proof plate and sheet flat laminated safety glass. W. B. Chase, pres.; P. J. Chase, vice-pres.; V. G. Brown, vice-pres., sales mgr.; W. A. Duckett, vice-pres., flat glass div.; Paul H. Croll, secy.; E. E. DeFobio, treas.; W. A. Corner, pur. agt.; John E. Lovely, traf. mgr.; Harry A. Kinsel, ind. rel. mgr. **Det. Rep.**—Hayes Hidy, 223 S. Clairmont ave., Springfield, O.

**SHAW & SLAVSKY, INC.,** 13821 Elmira, Detroit 27, Mich. Bin marking systems, control boards used car, parts and accessory price tags, contest boards, service department boards, used car price boards. John R. Slavsky, pres.; Robert J. Shaw, vice-pres.; Ray Bernacki, ind. sales mgr.; Hans Ruede, chief engr.; Joseph Slawski, supt. **Adv. Agcy.**—Rossi & Co., Detroit, Mich. Vince Rossi, acct. exec.

**SHEEHAN CO., R. T.,** 8070 N. Territorial rd., Plymouth, Box 345, Mich. Metal belt hot and cold forging conveyors, metal belt stamping and press conveyors, special application metal belt conveyors. R. Thomas Sheelan, owner and pres.

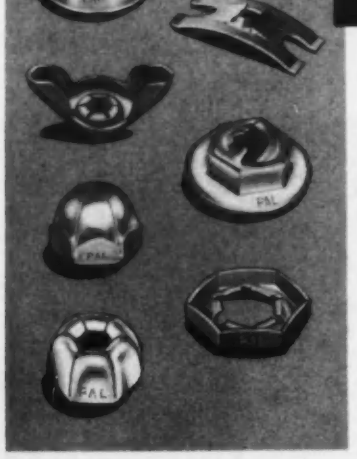
**SHELL OIL CO.,** 50 W. 50th st., New York, N. Y. Motor and aviation fuels; diesel, heating and industrial fuels, lubricants and greases, asphalt products, liquefied petroleum gas, organic and agricultural chemicals. H. S. M. Burns, pres.; A. G. Schei, vice-pres., finance; J. A. Horner, secy.; C. C. Combs, treas.; J. G. Jordan, vice-pres. mktg.; J. L. Wadlow, vice-pres. mktg., East Coast; P. C. Thomas, vice-pres. mktg., Mid-West; Selwyn Eddy, vice-pres. mktg., West Coast; D. C. Marschner, sales prom., adv. mgr.; W. H. Bratches, pur. stores gen. mgr.; T. T. Thompson, pur. stores asst. gen. mgr.; H. L. Curtis, vice-pres., pub. rel. **Det. Div. Mgr.**—John Southworth, 154 Bagley ave. **Adv. Agcy.**—J. Walter Thompson, New York, N. Y.

**SHELLER MFG. CORP.,** 8-159 General Motors bldg., Detroit 2, Mich. Plants:

(Continued)


**Use this high-speed assembly method to**

**REDUCE** - PARTS - OPERATIONS - COSTS



Low-Cost PALNUT LOCK NUTS

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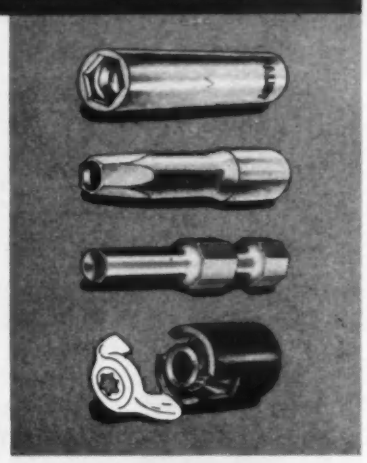
PALNUT High-Speed MAGNETIC WRENCHES



Your first savings with PALNUT Lock Nuts start with low price . . . and multiply through simplified, high-speed assembly with PALNUT magnetized sockets, shanks and applicators. Made for all standard power and manual tools, these PALNUT accessories permit picking up, starting and tightening in one high-speed operation. No fumbling with hand starting. Fast, uniform tightening.

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PALNUT TRADE MARK LOCK NUTS

# Who's Who in the Auto Industry

(Continued)

Portland, Ind., Chicago, Ill., Keokuk, Ia., Norfolk, Va., Union City, Ind., Montpelier, Ind., and Pendleton, Ind. Products: Steering wheels, molded extruded, hard and sponge rubber, polyurethane foam, chrome plated die castings, metal stampings and screw machine products, cork gaskets, cork tile and misc. cork products. Tom Bradley, pres.; E. J. Cosgrave, J. A. McKeown, J. D. Reindel, S. L. Mathewson, vice-presidents; N. G. McLaughlin, secy.-treas.

**SHELTON LOOMS, SIDNEY BLUMENTHAL & CO., INC.,** 1 Park ave., New York 16, N. Y. Automotive fabrics. Roy H. Niebling, pres.; Ben M. Fortuna, stylist; Alice S. Fortuna, sales mgr. automotive div.

**SHENK & CO., S. A.,** 2101 S. High st., Columbus 7, O. Re-manufactured shock absorbers, carburetors, and water pumps; re-manufactured Ford distributors, and master and voltage regulators. Sol A. Shenk, pres.; Edgar Bachmann, secy., gen. mgr.; Otis Sizemore sr., works mgr., chief engr., Robt. Bergquist, pur. agt.; Alfred J. Lussheim, traf. mgr. **Det. Rep.**—Grantello Sales Co., Cleveland, O. **Adv. Agcy.**—Cye Landy Agency, Columbus, O. Cye Landy, acct. exec.

**SHEPPARD CO., INC., R. H.,** Hanover, Pa. Diesel engines, diesel power units, diesel generating sets, diesel farm tractors, diesel industrial tractors and steering gears. R. H. Sheppard, pres.; H. O. Sentz, treas.; Ethel M. Roser, secy.; Kenneth Borland, sales mgr., agriculture; George Hornberger, sales mgr., engine; Leonard Wright, export mgr.; Earl Petry, chief engr.; G. Sponseller, serv. mgr.; R. Reifsnider, pur. agt.; Tom Murphy, adv. dept. **Adv. Agcy.**—William B. Kamp Co., Lancaster, Pa. William Kamp, acct. exec.

**SHERMAN-KLOVE CO., THE,** 3535 W. 47th st., Chicago 32, Ill. Screw machine products, pipe plugs, mechanic's hand serv. tools, metal tool boxes, metal boxes (all types), metal cabinets. W. J. McDonough, pres., gen. mgr., pur.; J. W. McDonough, vice-pres.; E. L. McDonough, secy., sales mgr.; W. S. Sherman, treas.; T. O. Rueb, chief engr. **Det. Rep.**—Sidney Norwood, 5-254 General Motors bldg., Detroit.

**SHERMAN PRODUCTS, INC.,** 3200 West 14 Mile rd., Royal Oak, Mich. Power digger and fork lift for Ford tractors; power digger and front end loader for Fordson Major Diesel tractors; reversing transmission and combination transmission and live power take-off clutch; power steering for Fordson Major Diesel tractors; cover jointers for plows. Gill-Gannon soil working tools for Ford tractors. W. A. Romain, pres.; J. C. Scrowcroft, asst. to pres.; W. F. Beckman, vice-pres. in chge. of mktg.; V. J. Crampton, secy.-treas.; H. A. Strong, works mgr.; W. E. Henderson, sales oper. mgr.; M. G. Maudlin, adv. and sales prom. mgr.; R. A. Kirsch, parts mgr.; B. Howe, serv. mgr.; H. F. Froehlich, pur. agt.; E. R. Lupin, chief engr.; W. E. Allen, traf. mgr. **Adv. Agcy.**—Clark and Bobertz, Inc., Detroit, Mich.

**SHERRILL CORP., THE,** Mexico, Ind. Magnetic compasses, for boats, planes, autos. B. E. Sherrill, pres.; John S. Sherrill, vice-pres.; L. C. Williams, secy.-treas.

**SHERWIN-WILLIAMS CO.,** 101 Prospect ave., Cleveland 1, O. Paints, varnishes, lacquers, chemicals, pigments, automotive finishes. A. W. Steudel, pres.; A. H. Burt, vice-pres., dir. of sales; F. J. Squires, secy.; L. H. Schroeder, treas.; V. Mills, gen. mgr. of mfg.; E. W. Windsor, gen. mgr. automotive finishes sales; D. J. May, sales prom. mgr., automotive finishes; R. F. Henning, dir. of purs.; J. B. Sanford, traf. mgr.; C. F. Toll, gen. mgr. natl. adv. **Adv. Agcy.**—Fuller Smith & Ross, Cleveland, O.

**SHORE-CALNEVAR, INC.,** 2881 E. Pico, Los Angeles 23, Calif. License plate frames, replacement wheel discs, doll-up discs and wire wheel discs. Philip Shore, pres.; Fred Piotkin, vice-pres.; Joseph Sillman, gen. sales mgr.; Harold Sloier, chief engr.; Mel Marks, traf. mgr. **Det. Rep.** — Crusoe-Breer-Leckie, Inc., Fisher bldg., Detroit.

**SHULER AXLE CO., Subsidiary of Fuller Manufacturing Co.,** 2901 S. 2nd st., Louisville, Ky. Heavy-duty one-piece tubular trailer axles, truck and bus front steering axles and miscellaneous forgings. F. E. O'Callaghan jr., pres.; J. F. Bleakley, exec. vice-pres.; F. W. Pallant, treas.; R. C. Carson, vice-pres., chge. of engrg.; R. J. Everhart, pur. agt.; L. King, mgr. West Coast div.—Oakland, Calif.; H. S. Passage, Tulsa office—204 S. Cheyenne st.; S. G. Olling, Chicago office—5555 Sheridan rd. W. D. Renz, eastern dist. office, Philadelphia, Pa. **Det. Rep.**—J. L. Edington, 18954 James Couzens hwy., Detroit, Mich. **Adv. Agcy.**—Doe Anderson Co., Louisville, Ky. Warwick Anderson, acct. exec.

**SHUR-GLOSS MFG. CO.,** 3536 N. Knox ave., Chicago 41, Ill. Shur Wonder-Wash for car washing and Shur Wonder-Whyte for white wall tire cleaning. A. R. Kohn, pres.; J. A. Fabrie, sales mgr.; H. D. Kohn, asst. sales mgr. and vice-pres.; **Det. Rep.**—W. A. Bottie, 14343 Forrer ave., Detroit 27, Mich. **Adv. Agcy.**—Burlingame-Grossman Co., Chicago, Ill.

**SHURE MFG. CORP.,** 1601 S. Hanley rd., St. Louis 17, Mo. Manufacturers of Shure-built automotive service merchandisers, work benches, portable service benches, steel panaling, tool carts and appearance servicers, and "Scotty" industrial shop equipment. S. J. Shure, pres.; J. A. Richardson, vice-pres., gen. sales and adv. mgr. **Det. Rep.**—R. E. Woods, 1294 Argentine rd., Linden, Mich. **Adv. Agcy.**—Padco Adv. Co., St. Louis, Mo. Paul Kranzberg, acct. exec.

**SHURHIT PRODUCTS, INC.,** South Market st., Waukegan, Ill. Automotive ignition repair parts and portable test equipment. E. A. Harrington, pres. and gen. mgr.; Harold C. Blakeslee, sales prom. mgr.; R. D. Harrington, chief engr.; R. E. Grissett, vice-pres.; pur. agt. **Adv. Agcy.**—Arthur Mogge, Chicago, Ill. Ed Lund, acct. exec.

**SHURLY, E. R., CO.,** 2525 W. Jefferson, Trenton, Mich. Automobile displays, automobile sales promotions, plastic and metal automobile parts. Edmund R. Shurly, pres., gen. mgr.; H. Gordon Wood, secy.-treas.

**SIEBRING MFG. CO.,** George, Ia. Steam cleaners, immersion type water heaters, mobile heat for road builders, electric fans. Owen Siebring, gen. mgr. **Adv. Agcy.** — Amundson-Bolstein, Sioux City, Ia.

**SIEWEK TOOL CO.,** 2862 E. Grand blvd., Detroit 2, Mich. Rapid clamping drill jigs, fixture locks, fixture clamps, fixture details. C. D. Reason, pres. sales mgr.; R. E. Reason, gen. mgr. **Adv. Agcy.**—Charles F. Pineau, Detroit, Mich.

**SIGHT FEED GENERATOR CO.,** Factory and sales offices: West Alexandria, O. Portable and stationary acetylene generators, Rexarc hard-facing and manganese electrodes, Rexarc automatic welders and positioners. C. F. Smith, pres. and gen. mgr.; Earl Rinck, vice-pres. and asst. mgr.; C. Blaine Duncan, mgr. adv. and sales prom.; Donald Smith, secy., chf. engr.; Robert Reik, treas. and office mgr.

**SIGNA-CRAFT, INC.,** 292 Fifth ave., New York, N. Y. Autogram initials, signet keys and key chains. L. K. Stupell, pres.; Norman J. Stupell, vice-pres.; Stanley Antin, sales mgr., sales prom. mgr. **Det. Rep.**—Herman D. Weiss. **Adv. Agcy.**—Blaine-Thompson, New York.

**SIGNAL-STAT CORP.,** 523-539 Kent ave., Brooklyn, N. Y. Directional signals for passenger cars, trucks and buses, flashers, switches for directional signals, varisize fuse-in-line receptacles, stoplight pilots, emergency lites, stop and tail lights, clearance, marker, identification lamps, "Coni-Seal" hydraulic brake parts. L. S. Hollins, pres.; J. R. Hollins, vice-pres.; E. Schoener, treas.; W. A. Raftery, sales mgr.; T. Cogan, asst. sales mgr.; S. Millerman, adv. mgr. **Adv. Agcy.**—Ehrlich, Neuwirth & Sobo, 210 Madison ave., New York, N. Y.

**SILENT HOIST & CRANE CO.,** 841 63rd st., Brooklyn 20, N. Y. Cranes for trucks, hoist catch basin cleaning machines, hoist capstans and winches for trucks, hoist truck towers for public utilities, fork lift truck-and-boom crane combination. J. W. Wunsch, pres.; E. M. Wunsch, vice-pres.; Samuel Wunsch, secy.-treas.; M. M. Botnick, sales mgr.; Emanuel Jacoby, adv. mgr.; J. Parlangelli, parts and access. mgr.; F. K. Flynn, chief engr.; A. Yuzzolino, pur. agt. **Det. Rep.**—Northland Equipment Co., 26000 W. 8 Mile rd., Detroit 19, Mich. **Adv. Agcy.**—Richard & Gunther, 15 W. 46th st., New York, N. Y.

**SILVER VOGUE AUTO SEAT COVER CO.,** 6713 Fifth ave., Brooklyn 20, N. Y. Automobile seat covers, arm rest covers, static eliminators, Adheso steering wheel covers, auto secretaries and map cases. Irving Silver, owner.

**SILVESTRI ART MFG. CO.,** 1147 West Ohio st., Chicago 22, Ill. Exhibits, convention and trade shows, point of sale displays, automotive displays and show room accessories, animation displays, single units and ensemble combinations, industrial displays. George G. Silvestri, pres.; Bernard J. Gorman, vice-pres., Samuel F. Kamin, compt.; Paul Miedell, works mgr. **Det. Rep.**—Sidney Seeley, 21151 Mack ave., Grosse Pointe Woods, Mich. **Adv. Agcy.**—Frederick C. Williams, 22 West Monroe st., Chicago, Ill.

**SIMMONS FASTENER CORP.,** North Broadway, Albany, N. Y. Fasteners, transit case handles. Charles A. Simmons sr., pres.; Harry Rose, vice-pres., gen. mgr.; Charles A. Simmons jr., secy.-treas.; Charles H. Palmer, asst. mgr. **Det. Rep.**—W. T. Peterson Co., 16950 Harper ave. **Adv. Agcy.**—Fred Wittner Advertising Agency, 581 5th ave., New York, N. Y.

**SIMONIZ CO.,** 2100 Indiana ave., Chicago 16, Ill. Car, floor and furniture appearance products, synthetic sponges. Elmer Rich, chmn. of bd.; Elmer Rich jr., pres.; Robert C. Shropshire, vice-pres. chge. of foreign oprns. and mktg.; Donald E. Cluck, natl. sales mgr.; Walter V. Clark, natl. accts. mgr.; Paul J. Greenfield, mktg. mgr.; C. Paul Amerman, prod. mgr., automotive prod.; Philip J. Cotugno, Neil Salemi, Fred A. Stroud, prod. mgrs., household; Hugh Rains, prod. mgr., commercial & household; Frank LeVett, sales prom. **Adv. Agcy.**—Young & Rubicam. Richard Treat, automotive acct. exec.; William Nagler, household acct. exec.

**SIMPLEX TIME RECORDER CO.,** South Lincoln st., Gardner, Mass. Master clock systems, payroll recorders, time stamps, cost recorders, watchclocks, card racks, time cards. Curtis G. Watkins, pres., gen. mgr.; Alexander Campbell, vice-pres.; Hilton Whiting, secy. pur. agt.; Edward A. Morse, treas.; Julius Skamarycz, works mgr.; F. Paul Hallock, asst. sales and adv. mgr.; John J. Evans, serv. mgr.; Henry Rixford, chief engr.; Harold E. Moore, traf. mgr. **Det. Rep.**—J. Wayne Chrisman, mgr., 7338 Woodward ave.

**SINCLAIR GLASS CO.,** Ceredo, W. Va. Automotive glass lens, stop and tail lamp lens, parking lamp and interior lamp lens. F. R. Hodges, pres.; R. J. Mikolas, vice-pres.; J. A. Jadrich, secy.

**SINCLAIR REFINING CO.,** 600 Fifth ave., New York 20, N. Y. Gasoline, diesel fuel, heating and motor oil, automotive and industrial greases, cutting oils, and industrial lubricating oils. T. B. Kimball, pres.; C. F. McGoughran, secy.; M. F. Braeckel, vice-pres., dir. of mktg.; L. J. Hoar, vice-pres., asst. gen. sales mgr.; L. W. Leath, vice-pres., gen. sales mgr.; J. J. Delaney, adv. mgr. **Adv. Agcy.** — Morey, Humm & Warwick, Inc., New York, N. Y.

**SINKO MFG. & TOOL CO.,** 3135 Grand, Chicago 22, Ill. Automatic cigar lighters, bug deflectors, windshield ice scrappers, air speed indicator, steering wheel spinners, wind silencers, rear deck "Fin-Lite." John Sinko, pres.; H. O. Nielsen, secy.; Ed. Cody, sales mgr. **Det. Rep.**—W. A. Bill Strouse, Sandusky, O. **Adv. Agcy.**—A. J. Siegal, Chicago, Ill.

**SKIL CORP.,** 5033 Elston ave., Chicago 30, Ill. Portable electric saws, drills, sanders, grinders, shears, blowers, Valve seat grinders. Bolton Sullivan, pres.; E. B. McConville, exec. vice-pres.; James L. McManus, secy.; Ralph B. Brundrett, treas.; J. J. Topolinski, vice-pres. of mfg.; William K. Downey, vice-pres. of sales; Samuel J. Hough, gen. sales mgr.; Carl D. McWade, mktg. dir., A. H. Widowit, adv. mgr.; Carl G. Schaaf, serv. mgr.; R. W. Christensen, vice-pres., engr.; John L. Schuler, pur. agt.; Edward A. Nied, traffic mgr.; **Det. Rep.**—Vic Moore and Norm Thale, 17160 Wyoming. **Adv. Agcy.**—Fuller & Smith & Ross, Chicago, Ill. C. E. Huwen, acct. exec.

**SMASH-PROOF CO.,** 6000 State ave., Ashtabula, O. Garage creepers, garage creeper casters, mechanic's seat. Reed O. Hulbert, pres.

**SMITH CORP, A. O.,** 3533 North 27th st., Milwaukee 8, Wis. Automobile and truck frames, control arms, petroleum and natural gas line pipe, pressure vessels, oil field deep well casing, commercial water heaters, electric motors, gasoline dispensing pumps, welding machines and electrodes, petroleum meters, glass protected steel crop storage and industrial storage units and glass coated steel smokestacks. L. B. Smith, pres.; F. S. Cornell, exec. vice-pres.; J. R. Wallace, secy.; M. J. Vollmer, vice-pres., treas.; U. T. Kuechle, vice-pres., automotive sales; Fred Mackey, vice-pres. of mfg.; S. E. Wolkenheim vice-pres. mktg.; J. A. Duvall, adv. mgr.; W. W. Higgins, vice-pres. engr.; M. E. Morgan, vice-pres. procurement; R. H. Heilman, dir. of transpt.; G. R. Allen, pub. rel. mgr. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap, Milwaukee, Wis. Monte J. Sanders, acct. exec.

**SMITH WELDING EQUIPMENT CORP.,** 2633 Fourth st., S. E. Minneapolis 14, Minn. Welding and cutting torches, outfits, regulators, soldering torches. L. L. McBurney, pres., treas.; J. E. Smith, vice-pres., secy.; R. A. Swanson, works mgr.; W. H. Fulton, sales mgr.; N. N. Canfield, asst. sales mgr. R. L. Peterson, adv. and sales prom. mgr.; R. T. Dvorak, serv. mgr.; Tage Falk, chief engr.; D. D. Mattson, pur. agt. **Adv. Agcy.**—Savage-Lewis Inc., Minneapolis, Minn. Harvey Kruse, acct. exec.

**SMOOTH-ON MANUFACTURING CO.,** 572 Communipaw ave., Jersey City 4, N. J. Smooth-On iron cements, aluminum, brass cements and epoxy resin body repair compounds. Henry M. Silver, pres.; J. Haviland Tompkins, vice-pres., treas. and chief engr.; George G. Tennant jr., secy.; Henry M. Silver, pur. agt.; Joseph Gerwer, traf. mgr. **Adv. Agcy.**—Michel-Cather, Inc., 2 Park ave., New York 16, N. Y. William Cather III, acct. exec.

**SNAP-ON TOOLS CORP.,** 8028 28th ave., Kenosha, Wis. Socket wrenches, metal tool boxes, open end wrenches, boxocket wrenches, pliers, punches and chisels, electric drills, sanders and bench grinders, electric and electronic engine testing equipment, miscellaneous hand tools and shop equipment items. Joseph Johnson, pres.; Rogers Palmer, V. M. Cain, A. Jensen, W. W. Daniel, vice-presidents; R. L. Grover, secy.; W. C. Nemitz, treas.; A. M. Jensen, works mgr.; Rogers Palmer, sales mgr.; John Conron, sales prom. mgr.; Geo. A. Smith, adv. mgr.; R. Knudsen, chief engr.; F. A. Tetzlaff, pur. agt.; R. W. Bscherer, asst.; W. J. Kazmer, traf. mgr. **Det. Rep.**—W. J. Sharbach, 93 Piquette ave. **Adv. Agcy.**—Bert S. Gittins Advertising, 739 N. Broadway, Milwaukee 2, Wis., George Reichert, acct. exec.

**SNO-FLAKE PRODUCTS CO.,** 2485 Beaufait, Detroit 7, Mich. Compounds for wheel polishing, spray booth coating, spray booth water curtain. Metal drawing, dust control and paint stripping. Maurice D. German, pres., treas.; Thomas B. McCarthy, vice-pres., sales mgr.; Wayne Van Osdol, secy.; R. E. Cavanaugh, prod. mgr. **Det. Rep.**—Main office and plant, 2485 Beaufait, Detroit 7, Mich.

**SNUGL WHEEL WEIGHT MFG. CO.,** P. O. Box 605, Kokomo, Ind. and 736 S. Greenleaf, Whittier, Calif. Wheel balancing weights for passenger cars, trucks and buses. Claude W. Mills, pres.; Ralph W. Mills, gen. mgr. **Adv. Agcy.**—J. H. Kennedy, 201 N. Wells st., Chicago 6, Ill.

**SNYDER MFG. CO.,** 22nd and Ontario, Philadelphia 40, Pa. Auto antennas, exhaust extensions, bumper jax, hand trux. Benj. L. Snyder, partner; Gerson Snyder, partner; Dick Morris, sales mgr.; Robert McKay, pur. agt. **Adv. Agcy.**—Brooks & London, Philadelphia, Pa. Lew London, acct. exec.

**SNYDER TOOL & ENGINEERING CO.,** 3400 E. Lafayette, Detroit 7, Mich. Special machine tools. Howard N. Maynard, pres., treas.; Kenneth B. Hollidge, vice-pres., secy.; George H. Whitehouse, vice-pres.; Leo Gajda, vice-pres., engrg.; H. Purdy, pur. agt. **Adv. Agcy.**—Clark & Bobertz, Inc., 828 Fox bldg., Detroit 1, Mich. John Dow, acct. exec.

**SOBENITE, INC.,** 1026 W. King st., South Bend 16, Ind. Automotive plastic and hardware products, custom injection molding. P. H. Sanders, pres. and gen. mgr.; Alex Dick, vice-pres.; D. H. Sanders, secy.; N. P. Bowsher, treas. **Det. Rep.**—Geo. Harper, 614 Stephenson bldg., W. Grand blvd., Detroit, Mich.

**SOCIETE ANONYME CHRYSLER,** 50 Rue de Naples, Antwerp, Belgium. Assembly plant. Passenger cars, trucks and marine engines. N. Kelley jr., pres. of bd. and dir.; S. G. Keevill, managing dir. and dir.; A. Osterrieth, W. Wallace, directors; J. A. Ramboux, treas.; H. B. Hindley, auditor.

**SOCONY MOBIL OIL CO., INC.,** 150 E. 42nd st., New York 17, N. Y. Gasoline, motor oil, heating fuel and other fuels, many other petroleum products. A. L. Nickerson, chmn. of exec. comm. and pres.; F. W. Bartlett, chmn. of bd.; P. V. Keyser jr., J. F. Seal, C. S. Teitsworth, Herbert Willetts, vice-pres.; V. B. Geibel, treas.; A. M. Sherwood, secy.; P. C. Salman, compt.; H. J. Schmidt, gen. counsel; E. P. Fischer, P. H. LeFevre, A. G. McCausland, F. L. White, asst. treas.; T. J. Lutz, J. J. McKay, A. F. Noble, J. H. Strohsahl, asst. secy.; W. M. Albert, W. V. Carver, H. D. Gasarch, E. J. Glocke, W. W. Richardson, asst. compt.; G. E. Bowden, gen. auditor; F. T. Freitag, asst. gen. auditor. **Adv. Agcy.**—Compton Adv. Agency, 261 Madison ave., New York, N. Y.

**SO-LO JACK CO., INC.,** Oliver st., Attleboro, Mass. Automobile jacks, wunda wiper polishing cloths, top cylinder lubricators. Carl G. Larson, pres.; Ray E. Larson, vice-pres.; Lambert F. Larson, secy.; C. W. Cederberg, treas., gen. mgr.; R. W. Cederberg, sales mgr.

**SOLROL MFG. CO., Box 5454,** Chicago 80, Ill. Roll away sunshade for use on the inside of an automobile. B. J. Connon, pres.; **Adv. Agcy.**—Slauf Advertising Agency, Chicago, Ill. F. Slauf, acct. exec.

**SOMMER AND MACA GLASS MACHINERY CO.,** 5501 West Ogden ave., Chicago 50, Ill. Auto glass machinery; auto glass tools. Kurt Sommer, pres.; Paul Maca, vice-pres., secy., treas.; M. A. Marrone, gen. mgr.; H. W. Rathburn, sales mgr.; C. J. Polansky, asst. sales mgr.; R. H. Lynch, adv. mgr.; J. G. Kilker, chief engr.; Paul Kudell, pur. agt.; Frank Kullo, traf. mgr. **Adv. Agcy.**—Merchandising Advertisers, Inc., 308 West Washington st., Chicago 6, Ill. Fred Ohirich, acct. exec.

**SONORA ELECTRONICS, INC.,** 325 N. Hoyne ave., Chicago 12, Ill. Television receivers and electronic organs. Earl W. Muntz, pres.; Frank Atlass, secy.-treas.; Rex Wilson, plant mgr.; E. C. Lawrence, compt.; Ray Kunstman, chf. engr.; R. Tamillo, pur. agt.

**SONOTONE CORPORATION,** Elmsford, N. Y. Nickel-cadmium battery. Irving I. Schachtel, pres.; Dr. L. Grant Hector, vice-pres. and dir. tech. oprns.; J. J. Christophel, secy.; George T. Setzl, treas.; John J. Gresko, works mgr.; Eugene F. Murphy, sales mgr.; Leonard Kane, adv. dir.; John J. Downs, pur. agt. **Adv. Agcy.**—Doherty, Clifford, Steers & Schenfield, New York, N. Y. Robert Timmerman, acct. exec.

**SORENSEN MFG. CO., INC.,** 32-31 57th st., Woodside 77, N. Y. Automotive ignition parts, battery cables and wire, carburetor kits and parts. H. C. Sorensen, pres., treas.; S. G. Sturgis, vice-pres., sales mgr.; A. E. Kelsen, secy.; H. Greenfield, gen. mgr.; J. S. Soltys, works mgr.; T. F. Sweeney, pur. agt. **Adv. Agcy.**—Picard, Marvin, Inc., New York, N. Y.

**SOSS MANUFACTURING CO.,** 21777 Hoover rd., Detroit 13, Mich. Automotive hinges, door, hood, rear deck; invisible hinges, automotive and special stampings. Samuel Soss, pres.; Harold Marko, vice-pres., dir. of sales; Stanley Disher, secy.; Eugene Ellison, sales mgr.; Carl O. Mackenzie, sales rep.; Frank Wambold, chief engr.; William Shulman, pur. agt.; Thomas Richardson, traf. mgr.; E. Muhme, pub. rel. mgr.

**SOUTH BEND WOOD PARTS, INC.,** 1344 W. Sample st., South Bend 21, Ind. Export shipping boxes, pallets, custom wood parts, automotive, industrial and agricultural wood parts. D. H. Sanders, pres. secy.; N. S. Bowsher, vice-pres. and treas.; P. E. Gerber, prod. mgr.; Wm.

(Continued)


## Immediate Delivery on Sleeper Cabs

by AUTOMOTIVE INDUSTRIES

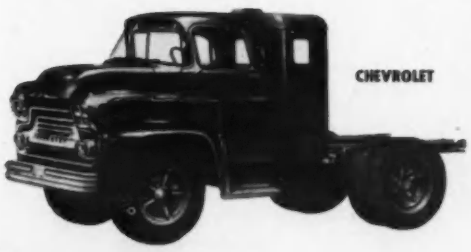
FOR YOUR GMC, DODGE, FORD AND CHEVROLET TRUCK

G.M.C.

New in design and construction, these cabs accommodate a full size pullman-type berth directly behind the driver's seat. Controlled ventilation, broad windows and complete insulation from sound and outside temperature assure maximum comfort. The cab construction is one integral unit of solid welded steel, sturdily supported by welded steel risers and roof bows. Interiors are completely lined throughout with finest materials for lasting durability and appearance.

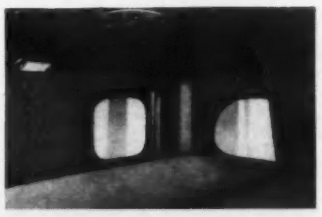
Automotive Industries cabs meet all I.C.C. regulations.

DODGE



CHEVROLET

FORD



Roomy sleeping compartment has one piece inner spring mattress. The wide opening behind the driver's seat makes berth easy to enter or leave while truck is in motion. Roof grille, ventilator, two side and two rear windows and dome light are standard equipment.

ANOTHER QUALITY PRODUCT

A sturdily constructed arm rest with durable plastic finish. There is no sewing or stitching to rot, break or come loose due to wear. Color combinations blend with any interior and are available with or without chrome moulding.

HOW TO ORDER

For GMC and Dodge, send your order direct to the truck manufacturer's distribution department. For Chevrolet and Ford, contact your local dealer. All four cab bodies are available for immediate delivery.

AUTOMOTIVE INDUSTRIES INCORPORATED

Owendale, Michigan

# Who's Who in the Auto Industry

(Continued)

M. Leslie, pur, agt.; Arthur W. Wilson, sales mgr.

**SOUTHERN CALIFORNIA MUFFLER CORP.,** 8439 Warner dr., Culver City, Calif. Header exhaust systems, dual exhaust systems, glass pack mufflers, steel pack mufflers, hollywood type mufflers, allied exhaust products. J. S. Belond, pres., treas.; F. J. Wheeler, vice-pres., sales mgr.; R. D. Shook, secy.; T. L. Shedden, adv. mgr.; sales prom. mgr. **Adv. Agcy.**—Walter McCreery, Inc., Beverly Hills, Calif. Walter McCreery, acct. exec.

**SOUTHERN FRICTION MATERIALS CO.,** Box 1475 Charlotte 1, N. C. Woven asbestos brake lining, molded asbestos brake lining. Howard Snow, pres.; Donald Clark, exec. vice-pres., secy.; F. L. Johnston, vice-pres.; Homer R. Orren, treas. **Adv. Agcy.**—Ayer & Gillett, Inc., Charlotte, N. C. I. T. Ayer, acct. exec.

**SOVEREIGN PLAN, INC., THE,** 2241 S. Indiana ave., Chicago 16, Ill. Service customer follow-up and promotional programs, including record of activity; direct mail advertising for service and new car sales prospecting. Samuel R. Stiefel, pres.; Marvin D. Lee, secy.-treas.

**SPACE SAVING STEEL EQUIPMENT CO., INC.,** 160-18 27th ave., Flushing 58, N. Y. Steel shelving, automotive parts bins, storage cabinets, clothing lockers. Daniel M. Schwartz, pres.; Ruth Schwartz, secy.-treas., adv. mgr.

**SPARKLER MFG. CO.,** Lake ave., Mundelein, Ill. Gasoline filters for pass. cars and trucks. A. C. Kracklauer, pres.; C. W. Mills, sales mgr., automotive div. **Adv. Agcy.**—Kreicker & Meloan Co., Chicago, Ill.

**SPARTON AUTOMOTIVE DIV., The Sparks-Withington Co.,** 50 W. North st. Jackson, Mich. Air and electric horns (automotive warning signals), horn relays, directional signal lamps, self-cancelling directional signal switches, clearance lamps; stop, fog, dome and backup lights, rear view truck mirrors, safety belts. John J. Smith, pres.; John Towler, vice-pres., gen. mgr.; L. S. Peirce, secy.; M. E. Rice, asst. treas.; J. J. Bigelow, sales mgr.; jobber div., adv. and sales prom. mgr.; A. J. Reed, sales mgr., mfrs. div.; Lloyd Ball, pur. agt.; Robert L. Dent, chief engr.; E. J. Burkart, traf. mgr. **Adv. Agcy.**—The Jaqua Co., Grand Rapids 2, Mich. Gus Richter, acct. exec.

**SPEAKER CORP., J. W.,** 3059 N. Weil st., Milwaukee 12, Wis. Vulcanized tube repairs, vulcanizing outfits, tire, casing patches, rubber tire rivets, cold patch kits, tubless tire repairs, splash guards, 360° revolving warning lights, car and truck mirrors, clearance marker and identification lamps, directional signals, school bus warning light kits, backup lights, stop and tail lights, reflectors, hand brake signal lights. J. W. Speaker, pres., treas. and gen. mgr.; D. Brace, vice-pres.; L. J. Rosmussen, secy.; J. L. Faust, pur. agt.; C. Gutowsky, traf. mgr. **Adv. Agcy.** — Tannhaeuser Co., Milwaukee, H. Adams, acct. exec.

**SPECIALIZED BUSINESS SERVICES, INC.,** 1610 West 5th ave., Pomona, Calif. Personalized follow-up programs for new and used car and truck sales, M. Pastrone, pres.; L. J. Peterson, secy., treas. and gen. mgr.

**SPECIAL PRODUCTS DIVISION, American Motors Corp.,** 12155 E. Vernor hwy., Detroit 15, Mich. (See **AMERICAN MOTORS CORP.** listing).

**SPEED-O-MOTIVE PISTON MFG. CO.,** 9714 E. Garvey ave., El Monte 55, Calif. Aluminum and magnesium alloy pistons for all engines, high compression and made to order pistons are a specialty, superchargers for automobiles. Nelson Taylor, pres.; D. Leeper, gen. mgr.

**SPEE-FLO CO.,** 6614 Harrisburg blvd., Houston 11, Tex. Complete line of automotive and industrial hot spray painting equipment. G. S. Levey, pres.; S. F. Harvey, gen. mgr.; Z. Shay, traf. mgr. **Adv. Agcy.**—Darwin-Clark Adv. Agency, Houston, Tex. Ed Tron, acct. exec.

**SPEEDI-DRI DIV. Minerals & Chemicals Corp. of America,** Menlo Park, N. J. All-purpose industrial oil and grease floor absorbent. Charles A. Specht, pres.; Alfred G. Blake, exec. vice-pres.; Robert J. Brockman, treas.; Melvin C. Flint, secy.; O. E. Hempel, sales mgr.; Larry M. Mank, asst. sales mgr.; Robert W. Wilkerson, adv. and pub. rel. mgr. **Adv. Agcy.**—Richardson, Thomas & Bushman, Inc., Philadelphia, Pa. John Osterman, acct. exec.

**SPEN AND CO., HENRY,** 1995 Pitkin ave., Brooklyn 7, N. Y. Trailers, truck bodies, engine stand, loading ramps, steel fabrication. L. F. Brinster, vice-pres.; Seymour Spen, pres.; Monroe Spen, treas.; B. Rouleau, plant supt.; E. Salvi, sales mgr.; A. M. Pavane, chief engr.; Robert Rubin, pur. agt.; L. Friend, traf. mgr.

**SPENCER MFG. CO.,** Spencer O. Automotive replacement axles, industrial shafts, upset forgings and trailer axles. A. G. Christensen, pres., gen. mgr.; J. C. Rhea, vice-pres., sales mgr.; H. F. Rolf, sales rep.

**SPENCER-SAFFORD LOADCRAFT, INC.,** East City, Augusta, Kans. Truck-trailers, fifth wheels, truck-trailer axles, air ride spring suspensions for trucks and trailers, electronic weighing and measuring devices, truck-trailer brakes, aircraft components. E. S. Safford, chmn. of bd.; L. E. Weiss, pres.; Warren Hoffpauir, secy. and treas.; J. C. Moellinger, vice-pres. and gen. mgr.; Velmo Johnson, chief engr.; L. Pennington, pur. agt. **Adv. Agcy.**—Associated Advertising Agency, Wichita, Kans. Preston Huston, acct. exec.

**SPLINE MASTER PRODUCTS CO. & SPLINE MASTER SALES ENG.,** 18401 E. Warren, Detroit 36, Mich. Adjustable spline arbors, gear chucks, fixtures and gages. E. Graham and L. Brolin, sales mgrs.

**SPONGE PRODUCTS, Div. B. F. Goodrich Co.,** Shelton, Conn. All types automotive sponge rubber—molded forms, stripping, cord, tubing, sheet and pads; die-cut shapes and forms; foam rubber for cushioning; rubberized curled hair. William R. Todd, pres.; L. H. DeWyck (plant 1), H. Kelley (plant 2), M. White, (plant 3), works mgrs.; John J. Corrigan, adv. mgr.; Robert G. Nicol, pur. agt.; E. O'Connell, traf. mgr. **Det. Rep.**—Banian Corp., New Center Bldg., Detroit. **Adv. Agcy.**—Cunningham & Walsh, Roy Gorski, acct. exec.

**STADRI PRODUCTS CO.,** 147 6th ave., Whitestone 57, N. Y. Aluminum organization and car emblems. I. Schepetin, pres. **Adv. Agcy.**—Diener & Dorskind, 147 W. 42nd st., New York, N. Y. Mr. Stern, acct. exec.

**STAHL METAL PRODUCTS, INC.,** 3490 W. 140th st., Cleveland 11, O. Public utility, truck bodies and associated equipment. C. J. Stahl, pres., gen. mgr.; R. Hull, sales mgr.; John Hay, secy.-treas.; Joe Mitchell, asst. secy., treas.; Bedford Forrest, works mgr.; John Snider, pur. agt.; Everett Marra, engr. **Adv. Agcy.**—Sweeny and James, 510 Bulkley bldg., Cleveland 15, O. John Sorrell, acct. exec.

**STANDARD ABRASIVES CO.,** affiliate of Pullman Vacuum Cleaner Corp. Automotive sanding discs. Robert Berns, pres.; John L. Daniell sr., vice-pres.; Edgar Green, exec. vice-pres.; Stanley Berns, treas.; Paul Holte, works mgr. **Adv. Agcy.**—Arnold & Co., Boston, Mass.

**STANDARD AUTOMOTIVE PARTS CO.,** 660-658 Nims st., Muskegon, Mich. Woodruff, machine and special keys, valve stem guides, ductile iron castings and parts. W. D. Carter, pres.; L. T. Girdler, jr., vice-pres.; C. D. Cooper, works mgr.; A. Martin, chf. engr.; F. Mielke, treas. **Adv. Agcy.**—C. R. Gay Advertising Service, Muskegon, Mich.

**STANDARD COTTON PRODUCTS CO.,** Camden at Ossington, Flint 1, Mich. Automobile pads, cotton, and jute. Robert N. Green, pres.; Milton G. Warren, Charles L. Dodge, vice-presidents; Ellis H. Warren, secy.-treas., gen. mgr.; Eldred G. Duffy, works mgr.; Milton G. Warren, pur. off.; Charles L. Dodge, pub. rel. mgr. **Det. Rep.**—Automotive Materials Corp., 23rd Floor, Fisher bldg., Detroit.

**STANDARD EQUIPMENT DIV., Dana Corp.,** 253 Waggoner blvd., Toledo 1, O. Universal joints, clutches, clutch plates, drive lines, transmissions, P. T. O. joints, axles and powr-lok. N. A. Moore, gen. mgr.; F. A. Saltzgiver, mgr. distributor sales; F. B. Graper, mgr. ind. acct. sales. **Det. Rep.**—Murry Foster, 1307 Whittier st., Ypsilanti, Mich. **Adv. Agcy.**—The Allman Co., Detroit, Mich. Dick Allman, acct. exec.

**STANDARD FORGE & AXLE CO., INC.,** P. O. Box 366, Montgomery 2, Ala. Trailer axles, brakes, hubs, brake drums, spring suspensions, forgings. John G. Hagan, pres., treas.; L. H. Waller, secy.; H. R. Silver, gen. mgr. W. R. McBride, works mgr.; J. A. Rumbley, sales mgr.; James A. Dillard, adv. mgr.; V. R. Ferguson, pur. agt. **Adv. Agcy.**—James Adv. Co., Montgomery, Ala.

**STANDARD MOTOR PRODUCTS, INC., & HYGRADE PRODUCTS DIV.,** 37-18 Northern blvd., Long Island City 1, N. Y. Ignition products, auto-electrical products, wire and cable, carburetor kits, fuel pumps, speedometer cable and casing. E. Fife, pres.; H. O. Rosenstein, vice-pres.; L. Woda, works mgr.; J. F. Kenny, sales mgr.; A. Roffman, adv. mgr.; I. Beck, pur. agt.; N. Sills, pub. rel. mgr. **Adv. Agcy.**—Friend, Reiss Advertising, New York, N. Y. H. Reiss, acct. exec.

**STANDARD OIL CO. (Indiana),** 910 S. Michigan ave., Chicago 80, Ill. Petroleum products. F. O. Prior, pres.; David Graham, financial vice-pres.; Earl W. Russell, secy.; W. A. Culin, treas.; A. C. Sailstad, gen. mgr.; W. I. Nunn, adv. mgr.; R. B. Irons, asst.; D. A. Monro, mgr. of pur.; Don Campbell, pub. rel. mgr. **Det. Mgr.**—A. V. Fraser, 321 W. Lafayette st., Detroit 26, Mich. **Adv. Agcy.** — D'Arcy Advertising Co. and Batten, Barton, Durstine & Osborn, Chicago, Ill.

**STANDARD OIL CO. OF CALIFORNIA, WESTERN OPERATIONS, INC.,** a management company operating on behalf of Standard Oil Co. of Calif. all the physical properties and business and associated services of Standard of Calif., other than those of the foreign trade and office buildings departments. Those of aircraft services and those managed by California Shipping Co., 225 Bush st., San Francisco 20, Calif. Chevron gasolines, starting fluid and standard diesel fuels. RPM motor oils and greases. E. J. McClanahan, chmn. of bd., pres.; F. C. Loomis, J. E. Toussaint, H. G. Vesper, O. F. Van Beueren, Fred Powell, vice-presidents; K. W. Kendrick, reg. vice-pres. (Southern Calif.); G. M. Foster, secy.; H. C. Judd, treas.; C. B. Chantler, compt.; J. P. Bowman, asst. secy.; E. A. Hansen, asst. secy.; J. S. Tate, asst. treas.; H. R. Cuyler, gen. sales mgr., whlse.; L. E. Hunt, W. A. McAfee, asst. gen. sales mgrs., whlse.; E. D. Thompson, gen. sales mgr., retail; G. C. Briggs, asst. gen. sales mgr., retail; M. A. Mattes, mgr. adv. dept.; F. R. Roper, asst. mgr. adv. dept.; W. H. Klarquist, mgr. pur. and stores dept.; A. D. Carleton, traf. mgr. **Adv. Agcy.** — Batten, Barton, Durstine & Osborn, San Francisco, Calif. C. E. Hale, acct. exec.

**STANDARD PRESSED STEEL CO.,** Jenkintown, Pa. Socket screw products, dowel pins, shop desks, self-locking nuts, tool stands and cabinets, pressure plugs, steel stools, spring-pins, storage walls, work benches, shelving and storage cabinets. H. Thomas Hallowell jr., pres.; William I. Kryder, vice-pres., secy.; James V. Lester, vice-pres., treas.; A. W. Scott, adv. dir.; J. L. Harris, chief engr.; J. P. Moorehouse, pur. agt. **Det. Rep.**—Daniel F. Huigrave jr., 4030 W. Outer dr., Detroit 21, Mich. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. H. R. Hallowell, acct. exec.

**STANDARD PRODUCTS CO., THE,** 2130 W. 110th st., Cleveland 2, O. Glass run channel, weatherstrip, extruded rubber molded rubber, cloth covered rubber sealing strips, scuff plates, hard top guide assemblies, door checks, door latches, transmission selectors, ventilator window assemblies. J. S. Reid, chmn. and pres.; John Drinko, secy.; L. S. Larson, vice-pres. fin., treas.; F. R. Valpey sr., vice-pres.; W. H. Thourlby, vice-pres., sales; J. R. Finn, sales mgr.; S. I. Hall, adv. and serv. sales mgr.; W. D. Kimmell, dir. of pur.; J. S. Reid jr., dir. of ind. rel.; W. C. Nordstrom, gen. mgr., mfg.; B. B. Cary, vice-pres. engr. and res. **Sales Office**—316 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland 15, O. John Mannel, acct exec.

**STANDARD REGISTER CO.,** 626 Albany st., Dayton 1, O. Business forms and mechanical devices. M. A. Spayd, pres.; K. P. Morse, exec. vice-pres. and gen. mgr.; F. W. Stein, vice-pres. mfg.; John T. Davidson, vice-pres. engrg.; R. Zinn, vice-pres. sales.; L. J. Ertel, treas.; John Neth, secy.; J. E. Romig, adv. mgr.; M. F. Hyer, sales prom. mgr.; George Lebert, pur. agt.; Paul R. Honn, pub. rel. mgr. **Det. Rep.**—J. G. McDowell, 10531 W. McNichols rd. **Adv. Agcy.**—Don Kemper Co., Inc., Dayton, O. J. D. Parker, acct. exec.

**STANDARD STEEL SPECIALTY CO.,** Beaver Falls, Pa. Machine keys, Woodruff keys, taper pins, machine racks, elevator guides. James B. Jamison, pres. and chmn. of bd.; Thomas P. Wagner, exec. vice-pres.; S. Keith Riddle, secy. treas.; Calvin Beatty, works mgr.; J. A. Jackson, vice-pres., sales mgr. **Det. Rep.**—A. T. Thompson, 3049 E. Grand blvd., Detroit 2.

**STANDARD-THOMSON CORP.,** 175 Ipswich st., Boston 15, Mass. Thermostats, temperature control devices. R. N. Webster, chmn. of bd.; J. E. Woods, pres.; F. J. Howe, vice-pres., compt.; F. E. Weller, secy.-treas.; H. G. Hoefler jr., chief engr.; W. R. Schfurene, automotive sales. **Det. Rep.**—L. M. Payne Co.

**STANDARD-TRIUMPH MOTOR CO., INC.,** 1745 Broadway, New York 19, N. Y. Importer of Triumph sports cars, sedans and estate wagons, mfg. by The Standard Motor Co., Ltd., Coventry, England.

**STANDARD TUBE CO.,** 24400 Plymouth rd., Detroit 39, Mich. Welded steel mechanical tube, boiler tube; welded stainless steel tube. S. L. Willis, pres. and gen. mgr.; R. E. Hoover, executive vice-pres.; L. M. Hogan, vice-pres., sales and adv. mgr.; M. H. Cosgrove, secy.-treas.; B. S. Wiseman, vice-pres. mfg.; T. F. Marlow, vice-pres. of engrg.; W. H. Linow, mgr. of orders; R. C. Ofenstein, chief engr.; P. J. Buissono, pur. agt.; J. Goodfellow, pub. rel. mgr. **Det. Rep.**—Home office. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., Detroit, Mich. D. Gordon, acct. exec.

**STANLEY CO., INC., JOHN T.,** 626-642 W. 30th st., New York 1, N. Y. Car washes, auto soaps, polishes, brake liquids, radiator compounds, etc. A. T. Stanley, pres. and treas.; J. T. Stanley, secy.; N. S. Dahl, gen. mgr.; F. E. Finiay, works mgr.; Norman F. Dahl, sales mgr.; H. Green, chief engr.; B. J. Adams, pur. agt. **Adv. Agcy.**—Picard, New York City, N. Y. R. A. Picard, acct. exec.

**STANT MFG. CO., INC.,** 1620 Columbia, Connersville, Ind. Electroplaters, designers, metal products. K. E. Stant, pres.; I. H. Stant, vice-pres.; T. G. Thurston, treas.; E. R. Bowden, gen. mgr. and sales mgr.; L. A. Bohlander, supt.; L. J. Smith, chief engr.; R. J. Wright, pur. agt.; Harold E. Hassler, mgr., jobbing div. **Det. Rep.**—W. H. Garrett, 403 Basso bldg.

**STAPUT COVER CO.,** 10 Delano ave., Muskegon, Mich. Paper disposable floor covers for automobiles, mechanic's work covers-Kar Ad Signs. R. E. Hartz, pres.; A. J. Meeuzen, secy-treas. **Det. Rep.**—H. E. Barnum, 1441 Lakewood ave., Detroit.

**STA-PUT SIGNS CORP.,** 298 Fifth ave., New York 1, N. Y. Self-adhering, interchangeable, reuseable plastic auto merchandising banner kits, trade name kits, year and pricing kits, windshield mounting plaques. H. Pepper, pres., pur. agt., gen. mgr. and traf. mgr.; J. Pepper, vice-pres., treas., adv. sales, sales prom. and pub. rel. mgr.; Martin Pepper, secy. **Adv. Agcy.**—Marwell Advertising, New York, N. Y. W. Weltman, acct. exec.

**STAR MACHINE & TOOL CO.,** 201 Sixth st., S. E. Minneapolis 14, Minn. Brake relining machines, brake lining appliers, bonded brake lining de-bonders, Star Hydro-Lift cranes, brake drum lathes. A. O. Wisti, owner; Alan T. Jandro, vice-pres. sales; W. E. Wisti, gen. mgr.; **Adv. Agcy.**—Wm. Baxter Agency, Minneapolis, Minn.

**STARRETT CO., L. S.,** Crescent st., Athol, Mass. Mechanics' hand measuring tools, precision instruments, hack saws, band saws, dial indicators, steel tapes, precision ground flat stock. A. H. Starrett, pres.; D. R. Starrett, exec. vice-pres.; C. O. Newton, vice-pres. and dir. of sales; W. F. Findlay, treas.; C. G. Nordmark, adv. mgr.; A. E. Williams, chief engr.; C. B. McMillan, pur. agt.; G. F. Kugler, traf. mgr. **Det. Rep.**—D. M. McDonald. **Adv. Agcy.**—Walter B. Snow & Staff, Boston, Mass. Harold Bughee, acct. exec.

**STEBER MANUFACTURING CO.,** 2700 Roosevelt rd., Broadview, Ill. Service station lighting equipment, sealed beam lamp components, fuorescent "T" lights, floodlights. C. L. Steber, pres.; W. A. Crews, vice-pres.; R. J. Bessl, sales mgr.; W. T. Callaghan, asst. sales mgr.; Ray P. Benson, adv. mgr.; D. Vesely, chief engr.; C. J. Janisch, pur. agt. **Det. Rep.**—H. L. Linder Elec. Sales, 3911 Joy rd., Detroit, Mich. **Adv. Agcy.**—Kirkgasser-Drew, Chicago, Ill. Roger Kirkgasser, acct. exec.

**STEIN BROS. MFG. CO., INC.,** 1401 W. Jackson blvd., Chicago 7, Ill. Safety belts and shoulder harness. Leo Stein, pres.; Edward Stein, vice-pres.; Margaret Small, secy.; Edward Stein, treas. **Adv. Agcy.**—Phil Gordon Agency, 23 E. Jackson blvd., Chicago, Ill. Phil Abrams, acct. exec.

**STEPHENSON INDUSTRIES, INC.,** 548 E. Fort st., Detroit 26, Mich. Formerly J. O. Stephenson Fdry. & Mfg. Co. Steprauilic transmission jacks, engine supports, special service tools, auto parts for O. E. M. and replacement. J. O. Stephenson, pres.; J. H. Hillis, gen. mgr.

**STERLING ALUMINUM PRODUCTS, INC.,** 2925 N. Market st., St. Louis 6, Mo. Aluminum pistons and castings, conformatic pistons. Elroy W. Bromwich, pres., treas.; R. W. Spencer, vice-pres., sales; Henry A. Jubel, vice-pres., engr. and prod.; Daniel Bartlett, secy.; John A. Meyer, asst. secy.; William Burton, chief engr.; Greg Barac, pur. agt. **Det. Reps.**—Gregor Affleck, B. Gratz Brown, E. E. Hess, B. L. Kimball, J. S. Wagoner. **Adv. Agcy.**—Lynch, Hart & Stockton, Clayton, Mo. R. C. Lynch, acct. exec.

**STERLING PRODUCTS CO., INC.,** St. Paul, Minn. Crystal clear, terry cloth seat covers, travel bags. Sherman W. Blumstein, pres.; Fred Grothe, vice-pres., chge. of mfg. **Adv. Agcy.**—B. E. Fischbein, Minneapolis, Minn. B. E. Fischbein, acct. exec.

**STEVENS, FREDERIC B., INC.,** 1800 18th st., Detroit 16, Mich. Foundry supplies and equipment, metal finishing supplies and equipment. W. J. Cluff, pres.; A. B. Hoefer, vice-pres.; Frank Watt, gen. sales mgr.; J. A. Ridderhof, prod. mgr.; E. J. Passman, foundry sales mgr.; G. Cummings, metal finishing sales mgr.; D. Swaninger, buffing composition sales mgr.; William G. Anderson, adv. mgr.; J. Barton, chief engr.; A. D. Hummel, pur. agt.; E. F. Foster, traf. mgr. **Adv. Agcy.**—The Jaqua Co., Detroit 26, Mich. R. W. Zarker, Detroit mgr.

**STEVENS & CO., INC., J. P.,** 1460 Broadway, New York 36, N. Y. Body, carpet, bolster, convertible top and headlining fabrics. **Det. Rep.**—G. A. Brown, automotive and industrial fabric sales, J. P. Stevens & Co., Inc., 803 W. Eleven Mile rd., Royal Oak, Mich. **Adv. Agcy.**—Bryan Houston, Inc., 730 Fifth ave., New York 19, N. Y. J. Craig Clark, acct. exec.

**STEVENS MFG. CO.,** Mount Pleasant, Mich. Steel fabricating, welding supplies, etc. Frank E. Stevens, pres., treas.; Paul L. Gustafson, vice-pres., secy.

**STEWART COACH INDUSTRIES, INC.,** Box 217, Bristol, Ind. Mobile homes. Stewart F. Gardner, pres.; Dale L. Gardner, vice-pres.; Laura Gardner, secy., treas.; Earl Sample, sales mgr.; Juanita Reed, pur. agt.; Carol Bickel, traf. mgr. **Adv. Agcy.**—Lincoln Carter, Advertising, South Bend, Ind.

**STEWART STEEL PRODUCTS, INC.,** 1755 E. New York ave., Brooklyn 7, N. Y. Manufacturers of all-steel station wagons: model 705, 8-pass.; model 707, 11-pass.; model 709, 15-pass. Henry Skrill, pres.; Ross Skrill, secy.; Fred Seel, adv. and sales prom. mgr.; D. Sills, pur. agt.

**STEWART-WARNER CORP.,** 1526 Diversey pkwy., Chicago 14, Ill. Lubrication systems, equipment, lubricants, wheel balancers, instruments (panels, speedometers, gauges, tachometers). J. S. Knowlson, bd. chmn.; Bennett Archambault, pres.; W. A. Brown, vice-pres., Alemite and Instruments div.; A. H. Busch, secy.; Fred Kirch, treas.; Gus Treffeisen, sales mgr., (Alemite div.); Frank Peacock, sales mgr., instruments (distribution div.); L. L. Robb, sales mgr., (wholesale Alemite and instruments); E. N. Robinson, mgr. mktg. div., Alemite-Instruments; F. R. Cross, adv. mgr.; Jack Reihsma, serv. mgr.; E. N. Osterberg, dir. of pur.; R. C. Stockton, traf. mgr.; C. W. (Ted) Grange, pub. rel. mgr. **Det. Mgr.**—Earl Fiene, 10140 W. McNichols rd., Detroit, Mich. **Adv. Agcy.** — MacFarland-Aveyard Co., Chicago, Ill. Robt. Byars, acct. exec.

**STEWART WARNER CORP., South Wind Div.,** 1514 Drover st., Indianapolis 7, Ind. Automotive, aircraft and missile heat transfer equipment. A. R. Collins, corp. vice-pres., gen. mgr.; E. L. Conn, works mgr.; W. D. Lannin, comm. prod. sales mgr. and serv. mgr.; D. A. Potter, military prod. sales mgr.; W. E. Larsen, adv. and sales prom. mgr.; F. A. Ryder, mgr. comm. prod. dept.; P. L. Ostler, pur. agt.; F. H. Morgenthaler, traf. mgr.; P. A. Johnson, pub. rel. mgr. **Det. Rep.**—R. G. Stubbs, 14626 Rosemont ave., Detroit, Mich. **Adv. Agcy.**—Ross Roy, Inc., Detroit, Mich. James Rast, acct. exec.

**STIMSONITE, Div. of Elastic Stop Nut Corp. of America,** 3445 N. Kimball ave., Chicago 18, Ill. Injection molders of Stimsonite reflex reflectors, automotive lenses, precision optical lenses, nylon and polyethylene parts. W. F. McGuinness, pres.;

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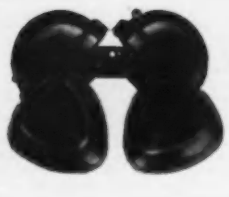

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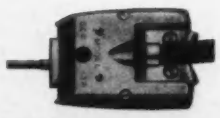

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# Who's Who in the Auto Industry

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**STOKES TAX CONTROLS, INC.,** 506 E. 118th st., New York 35, N. Y. Tax and business bulletins for automobile dealers since 1932 and publishers of "Stokes Tax Controls" for automobile dealers. A. A. Lally, vice-pres., editor and gen. mgr.; M. H. Cochrane, vice-pres. and assoc. editor; K. H. Clune, secy., subscrip. mgr.

**STORM-VULCAN, INC.,** 2225 Burbank st., Dallas 19, Tex. Crankshaft grinder, connecting rod grinder, connecting rod boring machine, piston grinder, cylinder boring bar, connecting rod aligner, connecting rod press, cylinder hone and stand, cylinder boring plates, kotafin polishing machines, Turbo blast washing machines, camshaft grinder, cylinder head milling machine crankshaft straightening press. H. Phillip Scarborough, treas., gen. mgr.; J. A. Carlson, sales mgr.; S. L. Asher, mgr., Turbo Blast div.; Olov Olsson, chf. engr.

**STRAHMAN VALVES, INC.,** 16 Hudson st., New York 13, N. Y. Water saver spray nozzles for car washing, hose stations for car washing. Herman Strahman, pres.; Theodore Strahman, vice-pres. and secy.; Herman Strahman jr., treas. and works mgr.; Ralph D. Jaegle, gen. mgr.; Dietrich Strahman, sales and adv. mgr.; Henry Strahman, chief engr.; Ralph D. Jaegle, pur. agt. Adv. Agcy.—Picard Agency, 48 East 43rd st., New York City. D. Picard, acct. exec.

**STRAN-STEEL CORP.; unit of National Steel,** Ecorse, Detroit 29, Mich. Steel buildings for industry, Stran-Steel framing. Charles LeB. Homer, pres.; C. V. Blackburn, vice-pres., sales; A. F. Dries, adv. mgr. Adv. Agcy.—Campbell-Ewald Co., Detroit, Mich.

**STRATTON EQUIPMENT CO.,** 2030 East 105 st., Cleveland 6, O. Portable hydraulic floor cranes, truck mount cranes, tailgate loaders, carburetor throttle controls, side loaders (for trucks), pumps, valves, oil flow regulators. R. R. Stratton, pres., treas., gen. mgr.; Daniel B. Ford, vice-pres., secy.; V. H. Franzen, asst. secy., pur. agt.; Kenneth Chadock, parts and acc. mgr. and traf. mgr. Adv. Agcy.—Paul E. Warren Adverising, Cleveland, O. Paul Warren, acct. exec.

**STRICK TRAILERS, Div. Fruehauf Trailer Co.,** P. O. Box 5037, Philadelphia 11, Pa. Commercial trailers. C. Bradford Sheppard, pres.; Solomon Katz, exec. vice-pres.; Frank E. Gordon, vice-pres.; Gene Hindin, gen. mgr.; Phil Orzeck, gen. sales mgr.; Martin Bachman, comptr.; Joseph Raffa, plant supt.; Herbert Rnaenfeld, pur. agt.; Arthur Schwartz, parts mgr.; Charles Bohlen, dir. engrg.; Bob Hitch, chief engr.

**STROM STEEL BALL CO.,** Erwin, Tenn. Precision steel balls. R. S. Strom, pres.; R. G. Ely, secy.-treas.; H. C. Lawrence, sales and adv. mgr.; H. Skadberg, chief engr. Adv. Agcy. — Merrill McEnroe & Assoc., Chicago, Ill. William Merrill, acct. exec.

**STROMBERG TIME CORP.,** 18932 W. McNichols rd., Detroit 19, Mich. Time recorders, time stamps, clock systems, clocks, program instruments. J. F. Carr, exec. vice-pres.; R. A. Hunter, vice-pres., sales mgr.; A. E. Jackson, adv. mgr., sales prom. mgr.; W. J. Spencer, branch mgr.

**STROMBERG-CARLSON CO., Div. of General Dynamics Corp., Special Products Div.,** 1700 University ave., Rochester 10, N. Y. Electronic and communication equipment, including auto radios and speakers. R. C. Tait, pres.; A. G. Schifino, vice-pres., gen. mgr.; H. G. Wood, prod. mgr.; J. W. Farrow, gen. sales mgr.; C. Kenneth Juno, adv. mgr.; R. G. Miller, chf. engr.; R. W. Yeager, pur. agt.; L. A. Schur, traf mgr.; S. H. Manson, dir. pub. rel. Det. Rep.—Norval Agency, 20009 James Couzens hwy. Adv. Agcy.—Charles L. Rumrill & Co., Rochester, N. Y. Neil Gallagher, vice-pres., acct. exec.

**STUBNITZ GREENE CORP.,** 404 Logan st., Adrian, Mich. Automotive seat cushion and back spring assemblies, mechanical springs, plastics powders, electric motor control switches. M. Stubnitz, pres.; L. J. Stern, exec. vice-pres.; J. E. McLean, vice-pres., engrg.; R. J. Fleming, vice-pres., pur.; M. J. Palmer, vice-pres. and works mgr.; J. P. Sanders, vice-pres., sales; W. C. Lok, treas.; L. J. Albro, asst. treas.; R. B. Crowe, secy.; C. A. Marks, asst. secy. and asst. sales mgr.; H. E. Bournes, master mech.; G. F. Heroy, vice-pres., Reynolds Spring Div.; J. E. Hull, vice-pres., Reynolds Chem. Div.; Paul Mott, per. dir. Det. Rep.—J. P. Sanders, P. O. Box 284, East Detroit, Mich.

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**STUDEBAKER-PACKARD CORP.,** 635 S. Main st., South Bend, Ind. Harold E. Churchill, pres.; A. J. Porta, vice-pres., fin.; R. A. Hutchinson, vice-pres. and gen. mgr. export oper.; S. A. Skillman, vice-pres. and gen. sales mgr.; M. L. Milligan, secy. and gen. counsel; A. E. Gotsch, treas.; Byers Burlingame, comptr.; E. J. Hardig, chief engr.; Duncan McRae, dir. of styling; A. D. Whitmer, gen. mfg. mgr.; John Soelch, dir. of purchases; C. M. MacMillan, dir. of ind. rel.; B. G. Fecteau, mgr., parts and access.; Gordon Grundy, pres., Studebaker-Packard of Canada., Ltd. Adv. Agcy.—Burke Dowling Adams, Inc.

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**SUN ELECTRIC CORP.,** Admin. office: Harlem and Avondale aves., Chicago 31, Ill. Automotive and aircraft test equipment, complete motor, distributor, generator, regulator, starter, speedometer, combustion, coil, condenser, vacuum, volts ampere and battery starter testers. O. L. Rhoades, chmn. bd. of dir.; R. R. Malik, pres.; H. M. Coffman, exec. vice-pres.; L. G. Langpop, secy.-treas.; F. E. Draper, vice-pres., dir., Chicago Aeronautical div.; R. F. Christopher, vice-pres., dir., export div.; E. A. Lair, vice-pres., dir., tachometer div.; K. R. Powers, vice-pres., dir. advertising tech. div.; D. R. Smith, vice-pres., dir. Los Angeles aeronautical div.; J. P. McCabe, vice-pres., dir., ser. div.; J. M. Wagner, vice-pres., gen. mgr., auto research div. Automotive Eqpmt., Sales and Service: R. A. Bland, vice-pres., gen. mgr. eastern div.; H. M. Lynch, vice-pres., gen. mgr., western div.; H. E. Cobb, vice-pres., gen. mgr., central div.; A. Rusch, prod. mgr.; R. E. Kane, pur. mgr.; D. J. Westlake, Per. mgr. Adv. Agcy.—N. E. Anson, Chicago, Ill.

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**SUN RUBBER CO., Industrial Products div.,** 366 Fairview ave., Barberton, O. Custom rubber products—molded, core molded, extruded, die cut. T. W. Smith, jr., pres., secy.-treas.; B. T. Johnson, mfg.; W. R. Lantz, pur.; W. S. Raymer, comptr.; R. L. Marion, engrg.; E. Henderson, ind. prod. sales mgr.; R. Showwalter, adv. mgr.; C. Bruenig, traf. mgr. Det. Rep.—Metalec Sales, 1135 Fisher bldg.

**SUNNEN PRODUCTS CO.,** 7910 Manchester, St. Louis 17, Mo. Automotive engine rebuilding equipment, pin - fitting machines, cylinder hones, rod reconditioning equipment, rod aligners, portable crankshaft grinders, mechanics' hand tools. Joseph Sunnen, pres.; Werner F. Boldt, gen. mgr.; A. Del Pico, sales mgr.; C. M. Tucker, pur. agt. Adv. Agcy.—O. R. French & Assoc., St. Louis, Mo. K. J. Bayer, acct. exec.

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**SUPERIOR KENDRICK BEARINGS, INC.,** 312 S. Crawford, Detroit 17, Mich. Brass and bronze bushings. G. F. Langford, pres.; D. F. Sexmith, vice-pres. and gen. mgr.; Peter Jellby, chief engr.; Peter Costa, plant supt.; A. Stullick, foundry supt.

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**SUPERSITE CORPORATION,** 300 Seymour ave., Derby, Conn. Automotive mirrors and safety devices. William B. Berk, pres.; Jerome I. Berk, vice-pres., sales mgr.; Richard B. Berk, secy., and treas.; Nicholas Minetti, works mgr.; Rene Daon, chief engr.; Charles Bookman, traf. mgr. Det. Factory Rep.—Gardner Staunton, 1025 E. Maple rd., Birmingham, Mich. Adv. Acct. Exec.: E. J. Lush, New Haven, Conn.

**SUPREME STEEL EQUIPMENT CORP.,** 53rd st. and 1st ave., Brooklyn 32, N. Y. Steel wardrobe and storage cabinets, steel lockers, steel shelving, shelf filing equipment, steel automotive parts bins. John P. Posa, pres. and gen. mgr.; Eva Dalnoff, treas. and sales mgr.; Edward P. Hunerberg, secy. and pur. mgr.

**SURCO PRODUCTS, INC.,** 3256 E. 11th ave., Hialeah, Fla. Car Fresh'ner deodorizers. Bernard Surloff, pres.; Lena Surloff, secy.; H. I. Surloff, treas.

**SURE CAR OF AMERICA, INC.,** 245 Sea Cliff ave., Sea Cliff, L. I., N. Y. One-year warranties on used cars. Certification and inspections. Roger Marshall, pres.; Allen D. Vogel, secy.

**SURE RITE PRODUCTS CO.,** 3810 N. 19th st., Philadelphia 40, Pa. Blok-Seal, spark plug cleaner, windshield wiper hose, cork gasket, (head gasket sets), jack oil, tire white, radiator stop leak, cooling system cleaners, fabric cleaners, Sure-Plate (for resilvering headlight reflectors), Kleerust, car wash shock and knee action oil. Samuel Haisfield, pres.; R. M. Paul, vice-pres.; B. Haisfield, secy.; Martin Haisfield, treas.; Charles E. Paul, works mgr.; Charles A. Murland, sales mgr.; Eugene I. Paul, prod. mgr., adv. mgr., parts and acc. mgr.; Robert W. Luke, traffic mgr.; S. McDonough, chief engr.; Samuel Haisfield, sales and sales prom. mgr.; Edwin C. Pitney, pur. agt. Adv. Agcy.—E. E. Engleman, Philadelphia, Pa.

**SUTTON CORP., O. A.,** 1812 W. Second, Wichita 12, Kans. Air circulators and fans, room, automotive and central system air conditioners. H. F. Hildreth, pres.; A. S. Bross, vice-pres., sales; J. Dolland, vice-pres., mfg.; Price Reid, gen. vice-pres.; Dale Gordon, vice-pres., finance; Walter Schmidt, vice-pres., engrg.; Fred Kaths, sales mgr., room air cond.; Stanley Howell, sales mgr., air circulators; Charles Fisher, sales mgr., central system air cond.; C. E. Schick, sales mgr.; automobile air cond.; R. G. Harris, adv. and sales prom. mgr.; Jim Thomas, asst. adv. mgr.; Ray Thompson, serv. mgr.; Ronald Jones, pur. agt.; Don Hopkins, traf. mgr. Adv. Agcy. — Lago & Whitehead, Inc., 514 So. Topeka, Wichita, Kans. William Hardwick, acct. exec.

**SWACO PRODUCTS CORP.,** 204-08 Jamaica ave., Hollis, L. I., N. Y. Whitewall tire cleaner, hand cleaners, garage floor cleaners. S. Wourself, pres. and works mgr.; F. Klemm, secy.

**SWAN RUBBER CO.,** 436 E. Mansfield st., Bucyrus, O. Garden and air hose, heater hose for replacement and original equipment. M. G. Nussbaum, pres.; Fred C. Ward, vice-pres. and treas.; H. A. Loewy, secy.; R. L. Stoneburner, pur. agt.; W. C. Loughley, works mgr.; Herbert A. Loewy, gen. sales mgr., adv. sales prom. mgr.; Robert W. Hill, mgr. OEM and ind. hose sales. C. B. Jacobs, chief engr.; Harold Fuller, traf. mgr. Det. Rep.—Allen, Anderson Co., Inc., 81 E. Long Lake rd., Bloomfield Hills, Mich. Adv. Agcy.—J. H. Bunting Advertising Agency, 1621 Euclid ave., Cleveland 15, O. Jack Bunting, acct. exec.

**SWEDISH GAGE CO. OF AMERICA,** 10641 Haggerty ave., Dearborn 1, Mich. Plug, ring and special gages, fixtures to blue print, gage blocks, amplifiers. Thor Olson, vice-pres.; E. C. Lindman, secy., treas., gen. mgr.; G. R. Peterson, works mgr., serv. mgr.; W. O. Gierk, asst. sales, parts and acc. mgr. Adv. Agcy.—Dudgeon Taylor and Bruske, Detroit, Mich., John Taylor, acct. exec.

**SWEET CO., H. C.,** Post Office bldg., New Hudson, Mich. Marking machine for service shop floors, lanes, etc. Harold C. Sweet, pres. Adv. Agcy.—Tech Ad., Detroit, Mich.

**SWIFT BODY CO., INC.,** 106 Hoyt st., Saginaw 29, Mich. All steel, all aluminum and composite steel and aluminum truck bodies, meat bodies, urban bodies, bakery bodies, etc. Stanley H. Swift, pres.; M. F. Swift, vice-pres. sales mgr.; Lyman J. Goes, secy. Adv. Agcy.—Bradford-LaRiviera, Inc., 205 No. Jefferson, Saginaw, Mich.

**SWIFT MFG. CO.,** Columbus, Ga.; Empire State bldg., Room 5614, 350-Fifth ave., New York, 111 W. 7th st., Room 1012, Los Angeles, Calif. Woven cottons, blends, and fibre seat covers material, trim cloths, cotton open-mesh material, headlining (cotton and fiber). C. H. Williams, pres.; Mote Andrews, vice-pres.; E. A. Bentley, vice-pres.; H. A. Fuller, secy-treas.; W. F. Ziegler, supt. Seat Cover Sales Div.: Mote Andrews, vice-pres.; F. F. Hamburg, Harry Hartjen, Detroit.

**SYRACUSE GAUGE CO., INC.,** P. O. Box 51, Manlius, N. Y. Tire pressure gauges, compression gauges, air chucks, tire valve cores and caps, screw machine products and complete secondary equipment. J. Messalingua, pres. and secy.; Richard F. Edwards, vice-pres., treas. and gen. sales mgr.; Francis Scherr, works and serv. mgr.; I. Brokhoff, chf. engr.; J. Doyle, parts and acc. mgr.

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**TKF CO. (The Kramer Fabricating Co.),** 920 Fisher bldg., Detroit 2, Mich. Roller ratchet open end wrenches. Thomas K. Fisher, pres.; H. Omell, secy.; Al Kavalar, chief engr. Adv. Agcy. — J. Moran, Royal Oak, Mich.

**TALCO ENGINEERING CO., THE,** 2685 State st., Hamden 17, Conn. Cartridge actuated emergency brakes for trucks, trailers and buses, cartridge actuated accessories and survival equipment for aircraft, tools, methods and equipment for explosive forming of metals. F. G. Talley, pres., treas.; G. E. Hirt, vice-pres. for engr.; Mrs. F. G. Talley, secy.; J. Belsky, gen. mgr.; R. Cunneen, works mgr.; A. E. Ehlenberger, sales mgr.; B. P. Barnes, asst. sales; C. L. Brockman, chief engr.; F. DeMarco, pur. agt.; P. Kelly, traf. mgr.; R. Piascik, pub. rel. mgr.

**TALK-A-PHONE CO.,** 1512 S. Pulaski rd., Chicago 23, Ill. Intercommunication equipment. Dan F. Kagan, sales mgr.

**TAPLEY PRODUCTS,** 53 Park Place, New York 7, N. Y. Brake testing meters, brake efficiency indicators, performance and gradient meters. Gordon B. Dick, Kenneth C. Dick, co-owners. Adv. Agcy. —Richard & Gunther, New York, N. Y.

**TAYLOR CHAIN CO., INC.,** S. G., 3-141st st., Hammond, Ind. Tire chains and accessories for passenger cars, trucks, buses, and tractors. T.M. tow chains, T.M. auto sling chains. E. W. Taylor, pres.; O. W. Sandstrom, vice-pres. sales, adv., sales prom. mgr.; R. G. Oliver, exec. vice-pres.; pur. agt.; S. G. Taylor jr., treas.; E. W. Chapman, secy., asst. sales; E. K. Phares, chief engr. Adv. Agcy.—Jones & Taylor & Assoc., 407 National Bank bldg., South Bend 1, Ind. Charles G. Hohman, acct. exec.

**TAYLOR INSTRUMENT COMPANIES,** Ames st., Rochester 9, N. Y. Industrial instruments for indicating recording and controlling temperature, pressure, humidity, flow and liquid level; barometers, auto altimeters, thermometers, hygrometers, anemometers, compasses, sling psychrometers, hydrometers. L. B. Swift, chmn. of bd.; R. E. Olson, pres.; N. B. Nichols, vice-pres. chge. engr.; M. E. Porter, treas.; R. C. Mertz, secy.; P. A. Bleyler, com'l sales mgr.; G. E. Heller, indus. sales mgr.; L. L. Forward, gen. sales mgr.; W. W. Lockwood, adv. mgr.; N. C. Schmid, serv. mgr., parts and acc. mgr.; R. E. Clarridge, chief engr.; A. H. Barrett, pur. agt.; M. J. Kuebel, asst. pur. agt.; L. Greene, traf. mgr.; W. Corwin, pub. rel. mgr. Detroit Office—2547 Monroe blvd., Dearborn 8, Mich. Adv. Agcy.—Batten, Barton, Durstine & Osborn, Inc., Buffalo, N. Y. I. L. Peterson, acct. exec.

**TECHNICAL TAPE CORP.,** W. 177th st., and Harlem River, New York 53, N. Y. Tuck masking tape, home workshop tape, masking paper, vinyl electric tape. Paul Cohen, pres.; Milton R. Stohl, vice-pres.; Charles Katz, vice-pres., dir. of pur.; Stanley Stutz, vice-pres., dir. of sales; Thomas Taverna, vice-pres., dir. of engrg.; Louis S. Heyman, compt.; William Jacobs, traf. mgr.; Robert J. Jacobs, adv. mgr.; Joe Greenman, chief chem.; Paul Shalita, dir. of research. Det. Rep.—Jack Waters, 6691 Inkster rd., Birmingham, Mich.

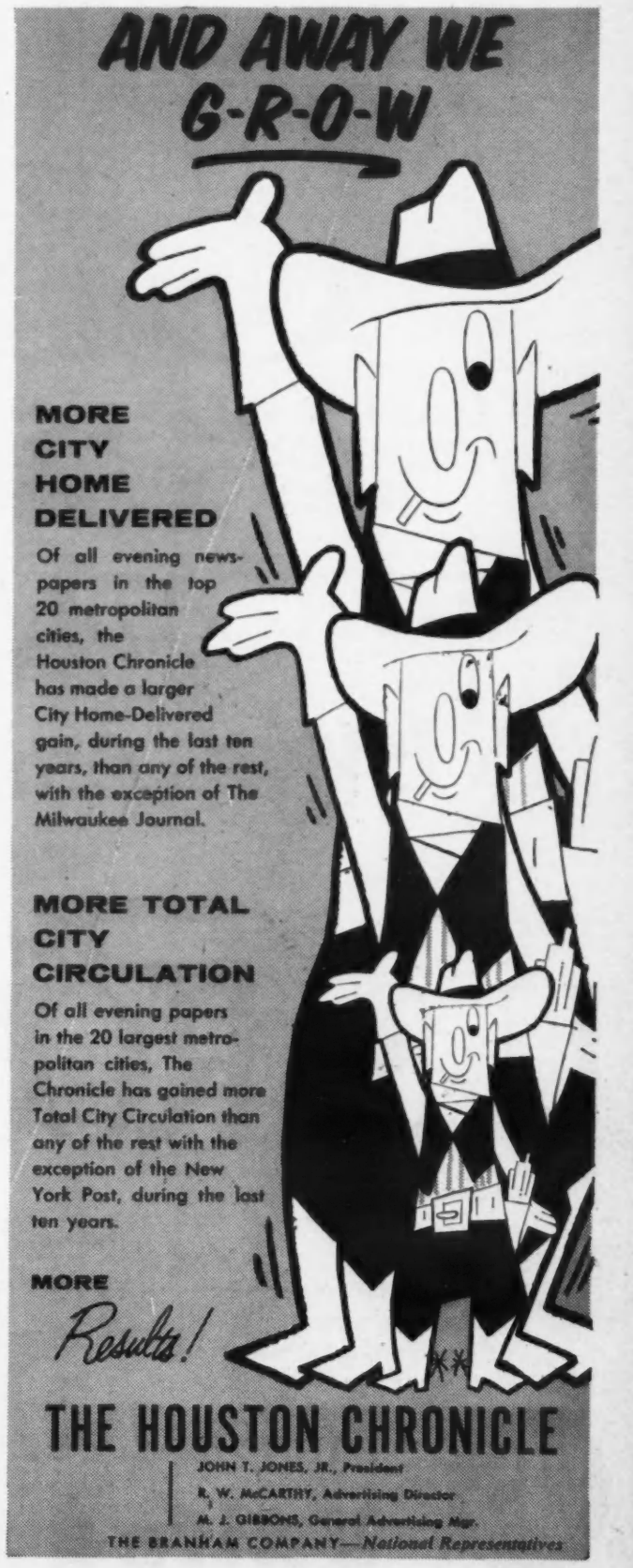
**TECUMSEH PRODUCTS CO.,** Tecumseh, Mich. Refrigeration compressors and condensing units. R. W. Herrick, chmn. of bd.; J. E. Layton, pres.; H. L. Spencer, exec. vice-pres.; P. Breitenwischer, secy.; P. Hohenstein, treas.; T. W. Rundell, gen mgr.; V. Humble, factory mgr.; F. G. Purcell, gen. sales mgr.; H. M. Kelso, serv. sales mgr.; P. G. Colgrove (eastern) and D. J. Bowen (western) sales mgr.; A. S. Russell, adv. mgr., sales prom. mgr.; R. A. Preston, chief engr.; F. V. Owen, dir. of pur.; H. T. Walter, serv. mgr. Adv. Engr.—The Jaqua Co., Grand Rapids, Mich. G. Richter, acct. exec.

**TEL AUTOGRAPH CORP.,** 8700 Bellanca ave., Los Angeles 45, Calif. Raymond E. Lee, pres. chmn. of bd.; Minard A. Leavitt, vice-pres. engrg.; Richard Keating, secy.; Clay Gearhart, treas.; Frank C. Frederickson, sales mgr. Det. Rep.—C. M. Huber, 5057 Woodward ave., Detroit 2, Mich. Adv. Agcy. — J. W. Christopher Company, Los Angeles, Calif. James W. Christopher, acct. exec.

**TEMPO PRODUCTS CO.,** 6515 Carnegie ave., Cleveland 3, O. Automotive paint touch-up. John R. Kaiser, pres.; Robert R. Elliott, vice-pres.; Peter R. Kolling, secy.-treas.; John Jokela, sales mgr. Det. Rep.—F. R. Rexin, 2980 W. Davison, Detroit 38. Adv. Agcy.—Hickox Advertising Co., 1900 Euclid ave., Cleveland 15, O. John B. Hickox, acct. exec.

**TEXAS CO., THE,** 135 E. 42nd st., New York 17, N. Y. Petroleum products. A. C. Long, chmn. of bd.; J. W. Foley, pres.; C. B. Barrett, E. R. Filley, T. A. Mangelsdorf, T. C. Twyman, J. T. Wood jr., senior vice-presidents; O. J. Dorwin, vice-pres. and gen. counsel; S. T. Crossland, vice-pres., and treas.; S. C. Bartlett, Harvey Cash, J. B. Christian, F. M. Dawson, H. T. Dodge, Robert Fisher, F. H. Holmes, L. C.

(Continued)

# First Choice

*FOR AMERICA'S FINEST NEW CARS AND TRUCKS*

# U.S. ROYAL TIRES

*Manufactured in Detroit by*

**United States Rubber**

# Who's Who in the Auto Industry

(Continued)

Kemp jr., J. H. Pipkin, J. H. Rambin jr., J. S. Worden, vice-presidents; W. E. Avery, secy.; E. C. Breeding, comptr.

**TEXTILEATHER, Div. of The General Tire & Rubber Co., 607 Madison ave., Toledo 3, O.** Pyroxylin and vinyl resin-coated fabrics and unsupported vinyl film, fabric headlining, sport topping, leathercloth for automotive upholstery and trim. J. D. Lippmann, gen. mgr.; W. F. Webb, contr.; J. S. Mather jr., dir. of sales; J. E. Rowland, asst. sales mgr.; Stanley Sexton, automotive sales mgr.; Lee W. Mara, adv. and sales prom. mgr.; Carl Fuller, gen. pur. agt.; L. Cascadden, asst. pur. agt.; A. Sager, traf. mgr. **Det. Rep.**—Automotive Materials Corp., 23rd floor Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—D'Arcy Advertising Co. Terminal Tower bldg., Cleveland, O. Charles Butler, acct. exec.

**THERMO KING CORP., 44 S. 12th st.,** Minneapolis 3, Minn. Mechanical refrigeration for trucks and trailers. J. A. Numero, pres.; M. B. Green, vice-pres.; R. W. Porter, gen. sales mgr.; S. S. London, adv. mgr.; H. H. Kolbo, asst. sales mgr.; L. B. Rasmusson, vice-pres., mfg.; V. W. Snyder, serv. mgr.; Fred M. Jones, vice-pres. engrg.; E. J. Brown, pur. agt. **Adv. Agcy.**—Bozell and Jacobs, Minneapolis, Minn. Oreland Johnson, acct. exec.

**THERMOID CO.,** Trenton, N. J. Brake linings, clutch facings, hydraulic brake parts and fluid, radiator hose, automobile carpeting, industrial hose, belting. Warren E. Hill, pres.; Joseph E. Cox, exec. vice-pres.; J. A. Lafferty, secy.; B. H. Slade, treas. contr.; G. S. Lamson, vice-pres., sales; Carl Schell, vice-pres., friction materials; John H. Scherer, vice-pres. mktg. and sales; A. Campbell, vice-pres., special sales; A. F. Matheis, asst. vice-pres., market research; S. E. Shepard, sales mgr., replacement div.; Frank M. Muyes, sales mgr.-orig. equip. and ind. prod.; Bert Petersen, adv. mgr.; D. A. Fruland, pur. dir.; Robert Wilson, export mgr. **Det. Reps.**—T. C. Spase, D. H. Andrews, William A. Cooke, E. Kary, E. J. Waters, Thermoid Co., 7310 Woodward ave., Detroit 2, Mich. **Adv. Agcy.** — Aitkin-Kynett Co., Philadelphia 2, Pa. M. A. Goldman, acct. exec.

**THEXTON MFG. CO., 7600 Hwy. 7,** Minneapolis 26, Minn. Piston expanders, oil pressure regulators, tuning bolts, gas line fittings, lockring spacers, firing indicators, valve plungers, starter terminal studs. Loren P. Tichy, pres., treas.; Donald W. Johnson, vice-pres., secy.

**THOMPSON GRINDER CO., 1534 W. Main,** Springfield, O. Hydraulic surface grinders of all types and sizes, broach sharpening machines, form grinders. W. G. Baldenhofer, pres.; R. R. Baldenhofer, vice-pres., treas. and gen. mgr.; R. B. Andrews, secy.; J. C. Wilson, vice-pres., sales mgr., adv. mgr. and chief engr.; D. A. Walters, asst. sales and serv. mgr.; F. T. Wilson, pur. agt.; A. B. Martin, traf. mgr. **Det. Rep.**—Taylor-Thompson Machinery, 8095 Livernois. **Adv. Agcy.**—Jay Maish, Inc., Marion, O. Charles Peters, acct. exec.

**THOMPSON PRODUCTS, INC., 23555 Euclid ave.,** Cleveland 17, O. Automotive, aircraft, electronic and industrial parts. F. C. Crawford, chmn. of bd.; J. D. Wright, pres. and gen. mgr.; L. M. Clegg, vice-pres.; A. T. Colwell, vice-pres., engrg.; J. H. Coolidge, vice-pres., finance; R. S. Livingstone, vice-pres., per.; H. S. Shepard, vice-pres., pur., acct., and ind. engrg.; G. R. Moore, vice-pres., sales and adv.; B. W. Chidlaw, vice-pres.; E. P. Riley, vice-pres., access. and hydraulic prod. divs.; L. W. Reeves, vice-pres., electronics and light metals divs.; C. W. Ohly, vice-pres., gen. mgr., Michigan div.; H. D. Bubb, vice-pres., jet and valve divs.; E. C. Brelsford, treas.; E. H. Jones, gen. counsel and secy.; M. E. Price, controller; E. F. Gibian, ind. engrg.; T. R. Thoren, dir. engrg.; R. E. Cummings, mgr. valve div.; J. B. Gates, mgr. west coast div.; W. M. Jones, mgr. electronics div.; C. C. Logue, mgr. light metals div.; C. L. Kahlert, acting mgr., replacement div.; S. C. Pace, mgr., jet div.; P. T. Angell, mgr., access. div.; J. A. Poremba, mgr. hydraulic prod. div.; F. R. Witt, dir. of adv.; G. N. Hackett, dir. pur. and traf. **Det. Rep.**—Ralph Minke, Fisher bldg., Detroit. **Adv. Agcy.**—Griswold-Eshleman Co., Cleveland, O. R. L. Baumgardner, acct. exec. **Adv. Agcy.**—Tapco Plant: Meldrum & Fewsmith.

**THOMPSON PRODUCTS, INC., Michigan Div., 34201 Van Dyke ave.,** Warren, Mich. Steering linkages, front suspension ball joints, and miscellaneous chassis parts for passenger cars and trucks. C. W. Ohly, vice-pres. and gen. mgr.; Robert E. Fidler, sales mgr.; Earl N. Pearson, asst. sales mgr.; J. H. Booth, chf. engr.; Roy Lesnew, pur. agt.; John W. Drake, per. mgr.; Don Huey, compt. **Adv. Agcy.**—The Griswold-Eshleman Co., Cleveland, O.

**THOMPSON PRODUCTS, INC.,** Piston Ring Div., Manchester, Mo. Piston rings, retaining and industrial rings. W. S. Mahoney, gen. mgr.; T. A. Nicholson, sales mgr.; H. M. Bramberry, chf. engr. **Det. Rep.**—G. C. Traverthen, Fisher bldg. **Milwaukee Rep.**—N. F. Larson, Bockl bldg. **Adv. Agcy.**—Hanson & Stevens, Chicago, Ill. B. F. Stevens, acct. exec.

**THOMPSON PRODUCTS, INC., Valve div., 1455 East 185th st.,** Cleveland 10, O. Engine poppet valves, sodium filled valves, valve seat inserts, valve spring retainer caps, valve retainer locks, valve rotators, extruded forgings, precision stampings. R. E. Cummings, div. mgr.; D. H. Martin, sales mgr.; P. M. Trace, asst. sales mgr.; D. H. Martin, adv. mgr.; M. J. Tauschek, chief engr.; J. H. McDuffee, pur. agt., traf. mgr. **Det. Rep.**—W. F. Saefkow, dist. mgr., Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Meldrum and Fewsmith, Inc., Cleveland, O. H. Cooper, acct. exec.

**THOMPSON SERVICE SALES, Div. of Thompson Products, Inc., 2209 Ashland rd.,** Cleveland 3, O. Automotive engine and chassis parts. R. L. Nardi, mgr.; M. R. Hopkins, mdse. mgr. **Det. Rep.**—Jack Rice, 24941 Chicago st., Dearborn, Mich. **Adv. Agcy.**—Griswold Eshleman, Terminal Tower, Cleveland, O. William Giesse, acct. exec.

**THOMPSON & SON CO., HENRY G., 277** Chapel st., New Haven 5, Conn. Hack saw blades and frames, metal and wood cutting band saw blades, hole saws, ground flat stock. D. W. Northup, pres.; A. W. Tucker, vice-pres., sales; J. T. Barrett, asst. treas.; Frank W. Wandyes, factory mgr.; J. E. McKay, adv. and mkt. mgr.; A. J. Johnson, pur. agt. **Adv. Agcy.**—Hugh Graham & Assoc., Inc., New Brittain, Conn.

**THOMSON INDUSTRIES, INC., 1029 Plandome rd.,** Manhasset, L. I., N. Y. Ball bushings, nylined bearings. John B. Thomson, pres.; S. G. Thomson jr., vice-pres.; A. C. Stevens, secy.; S. G. Thomson sr., treas.; Robert C. Magee, works mgr.; Howard R. Havemeyer, sales mgr. **Det. Rep.**—Detroit Ball Bearing Co., 110 W. Alexandrine ave. **Adv. Agcy.**—The Kotula Co. New York, N. Y.

**THOR POWER TOOL CO., 175 N. State,** Aurora, Ill. Portable air and electric tools. Neil C. Hurley jr., pres.; W. A. Nugent, exec. vice-pres.; J. A. McGuire, vice-pres.; W. J. McGraw, sales mgr.; J. A. Lind, vice-pres., treas.; Dean Smith, vice-pres. mfg.; J. F. Corkery, vice-pres. pub. rel.; J. A. Perham, chief engr.; Gale Wicks, pur. agt. **Det. Rep.**—Otto Shellenberger, 14515 Puritan ave. **Adv. Agcy.**—Roche, Williams and Cleary, Inc., Chicago, Ill. John P. Roche, acct. exec.

**THORNTON CO.,** 1389 Peachtree st., Atlanta 9, Ga. Sales graphs for auto dealers. John D. Thornton, pres., treas. and gen. mgr.; Mike Webb, vice-pres., sales mgr.; Blanche Knapp, secy. **Adv. Agcy.**—Sid H. Dunken, Atlanta, Ga.

**TIDEWATER OIL CO.,** 79 New Montgomery st., San Francisco 20, Calif. Gasoline, motor oils, gear and chassis lubes, industrial oils and greases. D. T. Staples, pres.; L. F. Bayer sr., vice-pres.; J. R. Getty, admin. vice-pres. of mrktg.; H. B. Haney, vice-pres. and mgr. of transp.; H. Y. Hyde, admin. vice-pres. of mfg.; J. R. Gilchrist, admin. vice-pres. of organization; J. E. Roth, admin. vice-pres. of prod.; W. J. Burker, secy., 17 Battery Place, New York 4, N. Y.; R. D. Richardson, treas., contr., 79 New Montgomery st., San Francisco 20, Calif.; S. W. Gendron, asst. to pres.; T. M. Dailey, mgr. economics dept.; H. G. Fillhower, mgr. employe rel. dept.; G. W. Goad, mgr. oil pur. and exch. dept.; C. N. Pollak, mgr. pub. rel. dept.; H. F. Wellmerling, adv. mgr. **Eastern Div.,** 17 Battery Pl., New York 4, N. Y. George F. Getty II, vice-pres. and div. gen. mgr.; J. G. Jimenez, div. mrktg. mgr.; F. L. Frost, div. adv. supt.; J. F. McGrath, div. sales train. and prom. supt.; Arthur Jungdahl, div. pur. supt. **Central Div.:** Thompson bldg., Tulsa 2, Okla., C. R. Brown, vice-pres. and div. gen. mgr.; F. B. Fulenwider, div. sales mgr.; C. W. Nicholson, div. adv. supt.; J. E. Johnston, div. pur. supt. **Southern Div.:** Mellie Esperson bldg., Houston 1, Tex. E. B. Miller jr., vice-pres. and div. gen. mgr.; D. L. Ratliff, div. pur. supt. **Western Div.:** 79 New Montgomery st., San Francisco 20, Calif. T. L. Wark, vice-pres. and div. gen. mgr.; W. Brum, div. mrktg. mgr.; H. R. Deal, sales prom. supvr.; G. M. Dixon, div. pur. supt.

**TILLOTSON MFG. CO., 761-769 Berdan ave.,** Toledo 12, O. Carburetors and gasoline fuel strainers. H. R. Schausten, pres., gen. mgr., sales and adv. mgr.; A. E. Payne, vice-pres. and works mgr.; J. Harold Bores, secy. and treas.; E. A. Petsch, serv. mgr.; B. C. Phillips, chief engr.; H. F. Bowlin, pur. agt.; C. Grau, traf. mgr. **Adv. Agcy.**—Miller Agency Co., 2144 Madison ave., Toledo, O.

**TIMBERLOCK ENTERPRISES, Highway 6** and South Kansas ave., Hastings, Neb. Truck bodies, wagon boxes, pickup conversion units, and electric and power take-off underbody hoists. Jack Binderup, mgr.; Iri Anspach, plant supt.

**TIMKEN-DETROIT AXLE DIV., Rockwell Spring and Axle Co., 100-400 Clark ave.,** Detroit 32, Mich. Front axles—driving and non-driving; rear axles—single speed, single reduction, single speed, double reduction, two-speed double reduction, hypoid-helical; worm and double reduction tandem drive rear axle units; planetary axles; transfer cases and torque dividers for motor trucks and motor buses; trailer axles and brakes; transmissions, final drives for tractors and self-propelled farm implements, industrial truck driving axles, special drives for industrial machinery. Willard F. Rockwell, chmn. of bd.; C. J. Queenan, pres.; F. W. Parker jr., vice-pres., gen mgr.; C. C. Bartell, vice-pres. asst. gen. mgr.; N. R. Brownyer, vice-pres. engrg.; R. M. Hays, vice-pres. trailer div.; R. H. Trese, vice-pres.; A. I. Hawkins, vice-pres.; Walter F. Scheel, chief engr.; J. R. White, gen. sales mgr.; A. E. Wilson, sales mgr., spec. equip.; W. G. Burkhardt, adv. mgr.; K. P. Hayes, serv. parts sales mgr.; V. E. Gumbleton, dir. of pur.; J. L. Griffin, pur. agt.; C. A. Menard, traf. mgr. **Adv. Agcy.**—MacFarland, Aveyard & Co., 333 Michigan ave., Chicago 1, Ill. E. W. Stokes, acct. exec.

**TIMKEN ROLLER BEARING CO.,** Canton 6, O. Tapered roller bearings, removable rock bits, alloy steel, seamless steel tubing. W. E. Umstattd, pres.; H. E. Markley, asst. to pres.; G. L. Deal, secy., treas.; W. B. Moore, vice-pres. in charge of sales; P. J. Reeves, dir. of sales; R. M. Riblet, chief engr.; D. A. Bessmer, vice-pres.; J. F. Corbin, traf. mgr.; S. T. Salvage, adv. mgr.; P. E. Young, dir. of pur. **Det. Rep.** — R. G. Wingerter, 16101 Schaefer hwy. **Adv. Agcy.**—Batten, Barton, Durstine & Osborne, Cleveland, George Mead, acct. exec.

**TIMME & SON, E. F., 1 Park ave.,** New York 16, N. Y. Pile fabrics. William E. Roschen, pres.; Arthur B. Robertshaw jr., vice-pres.; Wm. Van Schalscha, vice-pres.; H. J. Hartenfels, treas.; Otto Timme Roschen, secy.; H. Arnold Giles, sales mgr., industrial div.

**TIMMONS METAL PRODUCTS CO., 548 Harrisburg Pike, P. O. Box 86,** Columbus 16, O. Beverage, utility and refrigerated bodies, vending trailers. Kenneth K. Timmons, pres., gen. mgr.; Frank C. Timmons, vice-pres., sales mgr.; Wilson D. Timmons, secy., works mgr.; Carl F. Jagsch, treas., chief engr.; John D. Harrow, beer body sales; Jerry Johnson, soft drink body sales.

**TINCHER PRODUCTS CO., 2023 S. 60th st.,** Milwaukee 14, Wis. Alloy seal, blockbinders, radiator seal, chemicals and equipment for impregnating. J. Walter Becker, pres.; M. A. Buettell, vice-pres.; E. T. Juday, secy.-treas.; T. W. Juday, gen. mgr.

**TINIT MFG. CO., INC., 1635-39 Platte st.,** Denver 2, Colo. Soldering tinning compound, soldering paste, soldering salts, welding-brazing flux, hand cleaner, radiator seal, radiator cleaner, windshield washer solvent, solder paddles, acid brushes, automobile body tools. Norval Olsen, pres., sales mgr.; George A. McElroy, vice-pres.; E. M. Olsen, secy., treas.

**TITEFLEX, INC., Hendee st., Springfield** 4, Mass. Passenger car, truck and bus lines, automotive replacement lines, gas

(Continued)

## Product Index

**As a time-saver for readers, this year's Almanac carries an index of products listed in the "Who's Who in the Automotive Industry."**

**The Product Index will be found adjacent to the Advertisers' Index in the last pages of the Almanac.**


MAKE MORE MONEY
on your 3 "must" tire services

1.
TUBELESS TIRE... SIMPLIFIED VALVE SERVICE

*Every dealer always needs this combination to make his job easier.*

#990 Inventory Saver Unit—every dealer needs a package of these valves to match his tire stocks to any vehicle.

#992 The tool that snaps the valve into any rim.

2.
TUBE OR TUBELESS REPAIR SERVICE

*Every dealer needs these quality flat-fixing materials.*

NEW! Patches—

*Introducing* new chemical way of patching tube or tubeless so it is really sealed.

Rivets—

for sealing tubeless puncture up to ¼".

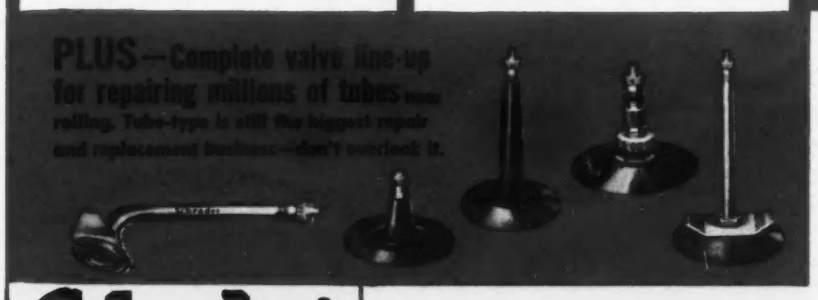
3.
TUBE OR TUBELESS TIRE PRESSURE MAINTENANCE

*Every dealer always needs this quality equipment to insure maximum tire mileage.*

Schrader Caps and Cores seal air in

Read pressures accurately. Inflate safely.

PLUS—Complete valve line-up for repairing millions of tubes made rolling. Tube-type is still the biggest repair and replacement business—don't overlook it.



See your Schrader supplier—stock up on these basic Schrader products.

A. SCHRADER'S SON
*Division of Scovill Mfg. Co., Inc.*
Brooklyn 38, New York

Schrader®
a division of SCOVILL

FIRST NAME IN TIRE VALVES
FOR ORIGINAL EQUIPMENT AND REPLACEMENT

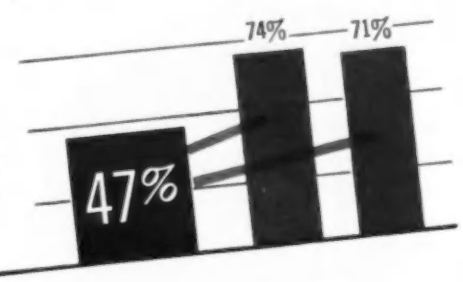
# The new car customers are there, all right–

It's just a matter of where you look for them!

THE NEW CAR CUSTOMER ISN'T "EVERYBODY"

FACT No. 1

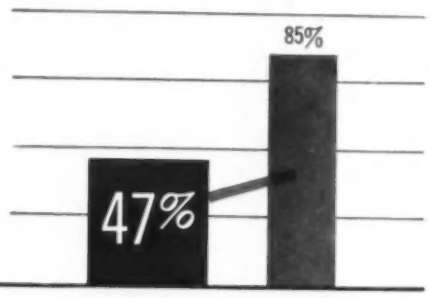
Less than half the nation's families —47%—have incomes of $5,000 or more a year. This 47% controls three-fourths (74%) of total national income, and 71% of total savings.




YOUR NEW CAR SALES ARE MADE TO UPPER INCOME FAMILIES

FACT No. 2

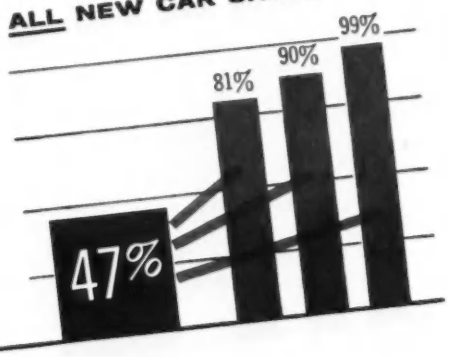
This less than one-half of the nation's families—this 47%—is doing most of the new car buying today. In fact, these families now account for 85% of total new car sales.




THIS HOLDS TRUE FOR ALL NEW CAR SALES

FACT No. 3

This 47% is doing most of the buying, no matter what priced car you're talking about. Right now, they account for 81% of total sales in the low price field, 90% of total sales in the medium price field, and virtually all the sales (99%) in the high price field.




ALL THESE FACTS—AND MANY MORE—EMERGE FROM A RECENT STUDY OF 18,000 BUYERS OF NEW CARS.* THIS STUDY DRIVES YOU RIGHT TO THE HOMES OF YOUR BEST CUSTOMERS AND PROSPECTS. IT'S YOURS FOR THE ASKING.

**FACT No. 4**

Comparison of new car buying families with the nation's families underscores the importance of income. The buyer of a new car has an average income of $11,000. This compares with $5,640 for the nation's families. The median income of a new car buyer is $7,800—that of the nation's families, $4,700.

**FACT No. 5**

The importance of higher-income families to the automotive industry and to you comes out even more dramatically when you look at families with incomes of at least $10,000. They number only 11% of the nation's families, yet they account for one-quarter of the sales in the low price field, better than 2 out of 5 sales in the medium price field, and 6 out of 7 sales in the high price field.

## Why "U.S.News & World Report" is scoring the big gains in automotive advertising

Magazines do the most effective job of covering this new car market because they select out their circulation from higher-income families. The study shows, for example, that almost all—96.2%—of the new car buyers today regularly read at least one of the 14 major magazines studied.**

Of these magazines, "U.S.News & World Report" is now emerging as the leader. In the first quarter of 1958, "U.S.News & World Report" led the news magazines and the big mass magazines in automotive advertising page gains—an impressive gain of 26 pages over 1957.

Which simply means that in their search for new customers today, automobile manufacturers are putting their dollars where the buying dollars *are*. For example:

- *The "USN&WR" family has an average income of $14,826, highest of the news magazines, highest of all magazines with a circulation of more than 1,000,000 . . .*
- *Median income is $10,000, highest of the news magazines, highest of all magazines with a circulation of more than 1,000,000 . . .*
- *Three out of four subscribers are managerial men in business, industry, finance, government and the professions. They're the leaders in thought and action you want most to see behind the wheels of your new models today.*

Because of this heavy concentration of high-income families, "U.S.News & World Report" is the most effective of the 14 magazines studied in terms of lowest cost per new car buyer. Another way of explaining why automotive advertisers are putting their advertising dollars where they will work the hardest, work the longest, come *first* across the finish line with sales results.

U.S.News & World Report — THE COMPLETE NEWS MAGAZINE

... for business and professional people —and their families

*"A Market Study of the People Buying New 1957 Automobiles," conducted jointly by Market Research Division, Advertising Department, "U.S.News & World Report," R. L. Polk & Company, and Benson & Benson, Inc., Princeton, N. J. Ask your advertising agency for this study, or write our Detroit advertising offices at 1006 Fisher Building.*

***The 14 major magazines studied were: Better Homes & Gardens, Fortune, Holiday, Life, Look, National Geographic, The New Yorker, Newsweek, Reader's Digest, Saturday Evening Post, Sports Illustrated, Sunset, Time, and "U.S.News & World Report."*

# U.S.NEWS & WORLD REPORT

America's Class News Magazine

**Now more than 1,000,000 net paid circulation**

# Who's Who in the Auto Industry

(Continued)

and oil filter lines (flexible all metal hose), radio ignition shieldings; electrical connectors, seamless metal hose (flexible), Quick-Seal couplings, Teflon hose assemblies and industrial reusable fittings. Matthew J. Betley, pres.; John J. Phillips, vice-pres.; Dogan H. Arthur, vice-pres. sales; Arthur M. Rogers, treas.; E. M. Ramberg, vice-pres. engrg.; John J. Phillips, staff vice-pres.; Gordon J. Wygant, Aviation sales mgr.; A. P. Matolsy, asst. ind. sales mgr.; D. W. Ruple, asst. to pres.; Jay G. Oesterle, sales prom. mgr.; S. J. Sovis, pur. dir. **Det. Rep.**—E. C. Frank, 641 Book bldg., Detroit 26. **Adv. Agcy.**—Arndt, Preston, Chapin, Lamb & Keen, Inc., 160 N. 15th st., Philadelphia 2, Pa. Norton J. Bond, acct. exec.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**TOLEDO STEEL PRODUCTS CO., Div. of Thompson Products, Inc.**, 6402 Cedar ave., Cleveland 3, O. Motor and chassis replacement parts. G. A. Poe, C. L. DeShetler, regional sales mgrs.; Ken Hannum, serv. engrg.; J. W. Meritt, adv. mgr. **Det. Rep.**—L. F. Nedvidek. **Adv. Agcy.**—Griswold Eshleman, Cleveland, O.

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**TORRINGTON CO.**, 59 Field st., Torrington, Conn. Torrington needle bearings. W. C. Thompson, pres.; M. E. Berglund, exec. vice-pres.; E. B. Thompson, vice-pres.; L. W. Smith, vice-pres. B. T. Virtue, vice-pres. engrg.; F. A. Pearce, vice-pres. finance; W. W. Bielock, secy.; D. E. Lewis, gen. mgr. brgs.; R. G. O'Connell, sales mgr. brgs.; J. A. Sarka, brg. dist. mgr.; W. J. St. Onge, adv. mgr.; R. H. White, chief prod. engr.; W. V. Viering, pur. agt.; W. L. Candler, asst. sales mgr. brgs.; W. L. Morgan, traf. mgr. **Det. Rep.**—C. L. Spalding, 16881 James Couzens hwy. **Adv. Agcy.**—Hazard Advertising Co., 444 Madison ave., New York 22, N. Y.

**TOW BAR SALES CO.**, 40 S. Clinton st., Chicago 6, Ill. Exclusive factory distributors automobile towing equipment, truck tow bars and saddles, protecto covers, carrying bags and all steel carrying cases, safety chains, parts, trailer hitches, trailer balls, etc. Jack: Combination transmission and differential for trucks and autos. Ben Goldberg, gen. mgr., pur. agt.; Myrtle Karus, sales mgr.

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**TRACTOR & IMPLEMENT DIV., Ford Motor Co.**, 2500 E. Maple rd., Birmingham, Mich. Tractors and farm machinery. Merritt D. Hill, gen. mgr.; Anthony Alic, div. contr.; R. E. Hunt, gen. mfg. mgr.; G. F. Pedder, asst. gen. sales mgr., sales services; David Meeker, asst. gen. sales mgr., parts and serv.; L. E. Birger, adv. mgr.; R. B. Williams, sales prom. mgr.; R. J. Miller, chief engr.; I. R. Kappler, gen. pur. agt.; R. J. Stodart, traf. mgr.; L. F. Thompson, pub. rel. mgr. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Birmingham, Mich. W. H. Stone, acct. exec.

**TRAFFIC TRANSPORT ENGRG., INC.**, 14301 Schaden ave., Dearborn, Mich. Automobile transport trailers, racks, dunnage, special trailers, C. C. Stuart, pres.; A. J. Maranowski, chief engr.; G. W. Stuart, gen. mgr.; E. A. Gotz, pur. agt.

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**TRIPPE MFG. CO.**, 133 N. Jefferson st., Chicago 6, Ill. Revolving warning lights for emergency vehicles, flasher lights for sauna, infra red dryers (portable), revolving advertising lights for attracting attention. G. Trippe, pres.; S. H. Moss, secy.; M. C. Franke, pur. agt.; P. J. Mole, chief engr. **Adv. Agcy.**—Executive Advtg., Inc. Ronald Berns, acct. exec.

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**TRUCK INDEX, INC.**, P. O. Box 622, Main Post Office, San Francisco 1, Calif. The Truck Index (digest of specifications and equipment of current-model new trucks). L. C. Nielson, pres.; R. P. Forsberg, vice-pres.; M. M. Nielson, secy.

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**TRUCKTOR CORP.**, Route 22, Mountainside, N. J. Trailing third axles for trucks, single and tandem axle assemblies for trailers, four wheel chain and sprocket drive. Clayton Farris, pres.; Rogers Lord, vice-pres.; sales mgr.; George L. Hartman. **Adv. Agcy.** — Kniep Associates, Dover, N. J.

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**TRUK-A-DOOR CO.**, 33 Henry st., Detroit 1, Mich. Truk-A-Door (roll up type doors for trucks and trailers). B. L. Quarnstrom, partner; Cass B. Kale, partner. **Adv. Agcy.**—Livingston-Koster, Detroit 1, Mich.

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**TURBO MACHINE CO.**, 840 W. Main st., Lansdale, Pa. Steam cleaners; oil fired, electric. L. S. Schierentbeck, pres.; D. Schierentbeck, vice-pres.; Russell Myers, treas.; A. Lindquist, sales mgr.; Kirk Wyatt, chief engr.; Al Karchewski, pur. agt. **Adv. Agcy.**—William Jenkins Adv., Philadelphia, Pa.

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**TYSON BEARING CO., Div. of S-K-F Industries, Inc.**, Massillon, O. Tapered roller bearings. A. S. Murray, pres.; G. B. Raisner, treas.; Paul Harrison, prod. sales mgr.; C. W. Becherer, prod. mgr.; W. H. Smyth, plant mgr.; James L. Craney, chief insp.; S. S. Darrow, foreman, shipping dept.; J. E. Zuber, chief engr.; Harry H. Heid, traf. mgr. **Det. Rep.** — Frank W. Lynch, 24630 Northwestern hwy., P. O. Box 5152, Detroit 35, Mich.

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**ULTRA-VIOLET PRODUCTS, INC.**, 5114 Walnut Grove ave., San Gabriel, Calif. Mechanic's black light. Thomas S. Warren, pres.; H. G. Porter, vice-pres., sales mgr.; Mary C. Ryan, secy.; David B. Grigsby, asst. sales; Irvin R. Pfister, chief engr.; Wes Mowery, pur. agt.; Melvin Hershey, parts and acct. mgr. **Adv. Agcy.**—Willard G. Gregory Co., Los Angeles, Calif. Steve Phillips, acct. exec.

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**UNION CITY BODY CO., INC.**, W. Pearl, Union City, Ind. Auto truck bodies. W. L. Adelsperger, pres., treas.; E. J. Fitzmaurice, vice-pres., gen. mgr.; R. K. Ayers, secy.; H. L. Brotherton, works mgr.; M. J. Byrne jr., sales mgr.; D. L. Hockensmith, chief engr.; L. H. Hamilton, pur. agt. **Det. Sales Rep.**—M. J. Byrne jr., 18450 Livernois. **Adv. Agcy.**—Poorman-Butler, Muncie, Ind.

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**UNISTEEL BODY CO.**, Market st., Galion, O. Aluminum truck vans, steel truck vans. E. Paul Monroe, pres.; A. Dangler jr., vice-pres.; J. R. Melish, secy.-treas.; Paul Jewell, works mgr.; H. E. McCormick, sales mgr.; D. J. Redmond, dir. of sales; K. J. King, chief engr.; C. R. Heinlen, pur. agt. **Det. Rep.**—Pezzani & Reid Co., 3960 W. Fort st., Detroit, Mich. **Adv. Agcy.**—Howard Swink, Inc., Marion, O. Jack Lord, acct. exec.

**UNISTRUT PRODUCTS CO.**, 933 Washington blvd., Chicago 7, Ill. All purpose metal framing, automotive racks and shelving. G. W. Butler, pres.; R. F. Butler, exec. vice-pres.; J. P. Heslin, vice-pres., sales; Robert Sundene, adv. mgr. **Det. Rep.**—Unistrut Detroit Service Co., Box 711, 4045 Second st., Wayne, Mich. **Adv. Agcy.** — The Buchen Co., Chicago, Ill. Leon Morgan, asst. exec.

**UNITED AUTO SUPPLY**, 6035 Blvd. East, West New York, N. J. Dealer license plate "quick change" fasteners. Albert A. Waldman, pres.; Robert L. Waldman, vice-pres.; Anne Schulman, secy.-treas.

**UNITED - CARR FASTENER CORP.**, 31 Ames st., Cambridge 42, Mass. Metal fasteners and fastening devices, nuts and stampings for automobile mouldings, tubing and wiring, grilles, weather stripping, carpet and dash mats, window channels, convertible tops. A. W. Kimbell, chmn. of bd.; S. A. Groves, pres.; V. R. Herterick, exec. asst. to pres.; W. L. Trafton, Detroit office mgr.; C. L. Hall, vice-pres., automotive sales; J. M. Dry, vice-pres., plant mgr.; J. J. Ellsworth, vice-pres., treas.; A. W. Kimbell, gen. mgr.; W. Churchill, vice-pres. dev. engrg.; William Towner, prod. mgr.; R. O. Chaffee, vice-pres., engrg.; N. A. Dill, sales mgr. automotive div.; P. N. Jameson, adv. mgr.; F. J. Ross, pur. agt.; Dave Erb, pur. agt. asst. Arthur Noyes, traf. mgr. **Det. Rep.**—C. L. Hall, 2832 E. Grand blvd. **Adv. Agcy.** — H. B. Humphrey, Alley & Richards, Inc., Boston, Mass. Joseph Coenen, acct. exec.

**UNITED ENGINE AND MACHINE CO.**, 310 Preda st., San Leandro, Calif. Aluminum alloy pistons. L. Sulprizio, pres.; R. Sulprizio, vice-pres.; H. G. Reynolds, sales mgr.; C. Coffey, chief engr. and pur. agt.

**UNITED INDUSTRIAL CORP.**, Waters bldg., 159 Ottowa, N. W., Grand Rapids 2, Mich. Manufacturers of automobile bodies and assemblies, metal products, stampings and dies. Rensselaer W. Clark, pres. and gen. mgr.; Eugene H. Glaettli, vice-pres. and contr.; J. H. Lee, secy. and treas.

**UNITED MFG. CO.**, 3637 West 58th st., Cleveland 2, O. Four-wheel automotive steering axle assemblies, towbars, brakes (mechanical and hydraulic), spring cushion hitches. Fred M. Klaus, pres. and treas.; Joseph N. Ryder, vice-pres., sales and adv. mgr.; James C. Gruener, secy.; Gene Sadowski, works and pub. rel. mgr.; Wm. R. Albrecht, asst. sales mgr.; Richard R. Green, sales prom. mgr.; Marc Rais, pur. agt. **Adv. Agcy.**—Richtie & Statler, Cleveland, O.

**UNITED MOTORS SERVICE, Div. of General Motors Corp.**, General Motors bldg., Detroit 2, Mich. Batteries, gauges, speedometers, engine bearings, automotive motors, cigar lighters, radio parts, roller bearings, carburetors, chassis and engine parts, gasoline filters, ball bearings, thermostats, shock absorbers, lamps, starting, lighting and ignition, horns, radiators, ignition and battery cable, hydraulic brakes. R. S. Withers, gen. mgr.; E. L. Lape, gen. sales mgr.; S. W. Archer, asst. gen. sales mgr. mdse. **Adv. Agcy.** — Campbell-Ewald Co., General Motors bldg., Detroit, G. W. Davis, acct. exec.

**UNITED SPECIALTIES CO. OF ILL.**, 9705 Cottage Grove ave., Chicago 28, Ill. **Chicago Plant**—Air cleaners, precision stampings. J. T. Beatty, pres.; C. F. Newburg, exec. vice-pres.; F. E. Watermulder, asst. to the pres.; W. H. Haakma, secy. and treas.; M. T. Moler, sales mgr.; J. W. Derr, sales mgr. consumer prods.; C. E. Albert, indus. rels. dir.; L. L. Bials, pur. agt.; J. J. Drezner, chief engr. **Mitchell Plant**, Edmund and Shelmire sts., Holmesburg, Philadelphia 36, Pa. Ignition switches, directional signal switches, door dovetails, automotive window vents, hardware and stampings, overhead garage door track. J. C. Pickel, vice-pres. and gen. mgr.; C. H. Koch jr., chief engr.; Norman G. Fritz, pur. agt.; Edwin H. Thomas, sales mgr. **Adv. Agcy.**—Bert S. Gittins, Milwaukee, Wis. O. C. Dahlman, acct. exec.

(Continued)

# Who's Who in the Auto Industry

(Continued)

**UNITED STATES AIR COMPRESSOR CO.,** 5300 Harvard ave., Cleveland 5, O. Air compressors, lifts, lubricating equipment, Bowes couplings, valves, fittings and accessories. Harold C. Schott, pres.; M. E. Dank, vice-pres., treas.; C. A. Bening, vice-pres., gen. mgr.; E. G. Schaedler, asst. sales mgr.; C. B. Bacher, supt.; W. H. Brummer, pur. agt.; James J. Pelouch, chief engr.; A. Sobie, traf. mgr. **Adv. Agcy.**—Richard T. Brandt, Inc., Cleveland, O. Richard T. Brandt, acct. exec.

**U. S. AXLE COMPANY, INC.,** Water st., Pottstown, Pa. Automobile, truck and bus axle shafts. Elizabeth Lees Watson, pres., gen. mgr.; Pauline H. Orgill, vice-pres.; George M. Longaker, secy.; Arnold Watson, treas., sales and adv. mgr. **Det. Rep.**—Arthur Watson, 2615 Rochester rd., Royal Oak, Mich. **Adv. Agcy.**—Burlingame-Grossman, 207 S. Wabash ave., Chicago, Ill. M. A. Harris, acct. exec.

**U. S. CHEMICAL & SUPPLY CO.,** 400 East Tenth ave., North Kansas City, Mo. Z-4 automotive chemicals, Z-4 portamatic flush machine, U. S. Safety hoist and handler. Paul C. Burandt, pres. and gen. mgr.; A. J. Biasco, vice-pres. and treas.; James C. Logan, vice-pres. and secy.

**U. S. INDUSTRIAL CHEMICALS CO., Div. of National Distillers and Chemical Corp.,** 99 Park ave., New York 16, N. Y. Industrial alcohol, chemical and polyethylene resins. Dr. R. E. Hulse, vice-pres., gen. mgr.; R. H. Cornwell, prod. dir.; Aldon R. Ludlow jr., sales vice-pres. **Adv. Agcy.**—G. H. Basford & Co., New York, N. Y.

**UNITED STATES LICENSE FRAME MFG. CO.,** 3436 San Fernando rd., Los Angeles 65, Calif. License plate frames, monograms, nameplates, die casting. C. A. S. Olsen, owner; D. Gray, gen. mgr.

**U. S. METAL PRODUCTS CO., INC.,** 1045 Atlantic ave., Brooklyn 38, N. Y. Fog, driving, utility lights, license plate frames, side-view mirrors, trouble lights (portable); Benjamin Lapidus, pres.; S. H. Lapidus, secy., treas. and sales mgr.; William Horman, pur. agt. **Det. Rep.**—A. L. Sporkin Assoc., 600 S. Michigan ave., Chicago. **Adv. Agcy.** — Murray Furman Co., New York, N. Y.

**U. S. PLUG AND FITTING CO.,** 1000 N. Main st., Wellington, O. Pipe and drain plugs, reducer bushings, steel, cast iron, malleable iron, brass, aluminum, magnesium. Samuel B. Katz, pres.; Frank Davenport, vice-pres.; Guy Kruger, sales and traf. mgr.

**UNITED STATES PLYWOOD CORP.,** 55 West 44th, New York 36, N. Y. Weldwood armorply, weldwood kalistron and weldwood plywood. S. W. Antoville, pres.; C. P. Setter, exec. vice-pres.; M. W. Pollock, vice-pres. sales; J. P. Schlick, treas.; R. S. Lowell, dir. adv. sales prom. and pub. rel. **Det. Rep.**—R. J. Linneburg, 6845 Dix ave. **Adv. Agcy.**—Kenyon & Eckhardt, Inc., New York, N. Y. William Green, acct. exec.

**UNITED STATES RUBBER CO.,** 1230 Avenue of the Americas, New York 20, N. Y. H. E. Humphreys jr., chmn. of bd.; J. W. McGovern, pres.; Wm. M. Dougherty, secy.; F. J. McGrath, treas.; Fletcher D. Richards, Inc., advertising agency; C. H. Gilbert, adv. mgr.; R. Wilks, pub. rel. dir.; E. A. Luxenberger and G. R. Vila, group execs. and vice-presidents. **Tire Div.:** Complete line of tires and tubes, air springs. G. R. Cuthbertson, vice-pres., gen. mgr.; W. D. Baldwin, asst. gen. mgr.; A. W. Bull, dir. tire devel. (Detroit plant); R. E. Behrman, prod. mgr.; H. D. Smith, dir. manuf. sales; W. F. Brown, sales mgr., U. S. tires; C. H. Shirley, adv. mgr.; J. A. Boll, sales mgr., Fisk-Gillette tires. Factory mgrs.: B. S. Adams (Los Angeles), J. E. Cady (Indianapolis), R. G. Francis, (Eau Claire, Wis.); S. E. Harrison (Chicopee Falls, Mass.), and F. A. Cobb (Detroit). **Naugatuck Chemical Div.:** Plastics, synthetic rubber, rubber chemicals, latex and latex compounds, reclaimed rubber and oil-resistant rubber. E. S. Ebers, vice-pres., gen. mgr.; Harold Parsekian, gen. sales mgr. **Mechanical Goods Div.:** Broad line of engineered rubber products according to customers' specifications, steering wheels, accelerator pedals, fan belts, auto brake parts, Marvibond laminated panels, rubber-to-metal mountings, adhesives, steering column pads, Timing belts, etc. G. L. J. Healey, vice-pres., gen. mgr.; H. J. Reid, asst. gen. mgr.; E. T. Day, gen. sales mgr.; F. M. Urban, mgr. automotive sales (New Center bldg., Detroit). **Textile Div.:** Nylon, rayon and cotton tire cord, cord and chafer fabrics, Trilok three-dimensional car upholstering fabric. W. E. Clark, vice-pres., gen. mgr.; S. R. Phillips, asst. gen. mgr.; W. D. Johnson, gen. sales mgr.; B. E. Ferguson, Trilok sales mgr., transportation field. **Footwear & General Products Div.:** U. S. Koylon foam cushioning, crash padding, floor mats, fuel cells, Naugahyde upholstering fabric, Royalite parts. C. W. Pennington, vice-pres., gen. mgr.; E. A. Martin, asst. gen. mgr.; S. L. Sammia, prod. mgr.; G. H. Callum, gen. sales mgr., manuf. prod. (Mishawaka, Ind. plant); E. G. Nagle, sales mgr., automotives sales (New Center bldg., Detroit); C. Sundberg, sales mgr., fuel cells (Mishawaka, Ind. plant); J. H. Bonnell, sales mgr., Koylon cushioning (Mishawaka); T. R. Grimes, sales mgr., Royalite parts (Chicago plant); A. J. Hocking, adv. and sales prom. mgr. **Det. Rep.** — George E. Manser (New Center bldg.).

**UNITED STATES STEEL CORP.,** 525 William Penn pl., Pittsburgh 30, Pa. Stainless steel, hot and cold rolled sheets, terne plate, plates, alloy steels, structural sections, special bar sections, tin plate. C. F. Hood, pres.; R. F. Sentner, exec. vice-pres. (commercial); John Veckly, dir. of adv. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., Pittsburgh, Pa.

**UNITY MFG. CO.,** 2909 Indiana ave., Chicago 16, Ill. Spotlights, foglights, backup lights, rooflights, emergency lights, deck lights, unity searchlights and mirrors. M. L. Gross, chmn. of bd.; Louis E. Gross, pres.; H. J. Schar, secy.; Edward J. Micetic, sales mgr.; George Dodro, supt.; John Bonaguro, chief engr.; H. G. Vincent, pur. agt.; Ben Pokuta, traf. mgr.; Emil Melichar, serv. mgr. **Det. Rep.**—R. A. Casalou, 802 Stephenson bldg., Detroit 2.

**UNIVERSAL C.I.T. CREDIT CORP., Subsidiary of C.I.T. Financial Corp.,** 650 Madison ave., New York 22, N. Y. Automobile installment credit. L. Walter Lundell, chmn. of bd.; Alan G. Rude, pres.; Robert S. Reeves, exec. vice-pres.; William L. Wilson, vice-pres., chge. adv., pub. rel.; L. Y. McAnney, asst. vice-pres., adv. mgr.; Robert H. McKennee, natl. adv. mgr.; R. M. Samuel, pur. agt. **Adv. Agcy.**—Fuller & Smith & Ross, Inc New York, N. Y. I. C. Roll, acct. exec.

**UNIVERSAL EQUIPMENT, INC.,** 2420 Oakville, Alexandria, Va. Design, supply and installation of complete parts, rooms, parts bins, steel shelving, steel lockers, etc. Wm. J. Shanley, pres. and treas.; Morton F. Lewis, vice-pres., secy., works mgr. **Adv. Agcy.** — Henry J. Kaufman Associates, Washington, D. C. Al Sarra, acct. exec.

**UNIVERSAL FRICTION MATERIALS DIV.,** 303 West Rush st., Kendallville, Ind. Brake lining for automotive use. Don F. Morse, vice-pres. and gen. mgr.; George Miller, asst. gen. mgr.

**UNIVERSAL LUBRICATING SYSTEMS, INC.,** Allegheny ave., Oakmont, Pa. Hydraulic grease fittings, grease fitting tools and accessories, top oil, hand grease gun, high and low pressure hoses. Michael Dufal, pres.; A. E. Kountz, secy.-treas.; John J. Hart, James F. Scoane, vice-presidents; R. R. Farrell, chief engr. **Adv. Agcy.**—A. P. Hill Co., Pittsburgh, Pa.

**UNIVERSAL SALES, INC.,** London rd., Delaware, O. Vanette, caravan and Cee-Line production type parcel and door-to-door delivery bodies and conversions. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; H. A. Humes, secy.-treas. **Adv. Agcy.**—Howard Swink, Adv. Agcy., Inc., Marion, O. Paul Kohler, asst. exec.

**UNIVERSAL UNDERWRITERS (Lynn Underwriting Co., Mgr.),** 1000 R. A. Long bldg., Kansas City 6, Mo. Insurance. E. M. Lynn, pres., gen. mgr.; J. E. Challinor, exec. vice-pres.; H. L. Wieder, 1st vice-pres.; A. H. Thurmond, vice-pres. and secy.; H. E. Prather, vice-pres., exec. asst. to pres.; R. T. Cannon, vice-pres., asst. gen. mgr.; T. R. Krings, vice-pres., asst. gen. mgr.; J. M. White, H. Vander Dussen, T. S. Reid, C. C. Arveson, L. G. Jones, vice-presidents; A. J. Cooper, asst. secy. and asst. treas.

**UNIVERSAL WIRE SPRING CO.,** Solon rd., Bedford, O. **Subsidiaries: Dayton Precision Mfg. Co.,** Dayton, O., motor commutators; **Los Angeles Spring Bed Co.,** Los Angeles, Calif., metal cots. Cushion springs and frames, automotive, furniture, and special machinery, tools and fixtures. C. A. Thompson, chmn. of bd.; W. H. Neely, pres.; Louis C. Edgar jr., exec. vice-pres.; C. E. Smith, vice-pres., automotive sales; A. E. McBride, vice-pres., mfg.; W. Inman, secy. and treas.; Don Humble, comptr.; F. A. Bielak, dir. prod. design and development; B. J. Johnson, gen. mgr., furniture div.; E. Gutzman, chief tool engr.; R. Hall, pur. agt.

**UPHOLSTERY LEATHER GROUP, INC.,** 141 E. 44th st., New York 17, N. Y. Genuine leather for upholstery. Robert C. Myers, exec. vice-pres.; William G. Wall, auto. dir., Fisher bldg., Detroit. **Adv. Agcy.**—Hockaday Associates, Inc., 201 E. 57th st., New York, N. Y.

**USEFUL PRODUCTS CO.,** 112 East 23rd st., New York 10, N. Y. Auto accessories: Hookar car hanger, karstrap, keylok key holder, key labels, kombo 2-way key tag, tri-vex rear view safety mirror. I. V. Kramer, gen. mgr.; O. M. Wellish, sales mgr.

**UTICA DROP FORGE & TOOL DIV., Kelsey Hayes Co.,** 2415 Whitesboro, Utica 4, N. Y. Hand tools, buckets, blades and vanes for jet engines, missile components, induction vacuum melted metal allows. Tom Hughes, gen. mgr. Tool Div.; F. N. Darmara, gen. mgr. Utica Metals Div. **Det. Rep.**—L. G. Taylor, sales mgr., Aircraft Div., 3600 Military ave., Detroit 32, Mich. **Adv. Agcy.**—Zimmer, Keller & Calvert, Inc., 28 Adams ave. west, Detroit 26, Mich. D. F. Gordon, acct. exec.

**UTLEY BROTHERS, INC.,** 17631 Filer, Detroit 12, Mich. Complete line of full-color business cards for automobile dealers, line of stationary for Chevrolet, Ford and Dodge dealers. G. Wheeler Utley, pres., gen. mgr.; J. Robert Utley, vice-pres., sales mgr.

## V

**VACO PRODUCTS CO.,** 317 E. Ontario st., Chicago 11, Ill. Mfg. screw drivers, nut setters, solderless terminals. Harry Silverstein, pres.; James T. Pettingell, vice-pres.; Roy Vetzner, sales mgr.; S. D. Pollack, treas., pur. mgr.; G. Kapsis, credit mgr.; Walter Wolf, engr.; C. Lohness, works mgr. **Adv. Agcy.**—Kencliff-Breslich Co., 221 N. LaSalle st., Chicago, Ill. Herman Breslich, acct. exec.

**VACUUM GRIP COVER CO.,** 1448 - 7th st., Santa Monica, Calif. Mechanics' fender covers, fatigue mats. William C. Harben, pres.; Grace Harben, vice-pres.; Gary Harben, secy.-treas.; Oscar Twedt, gen. mgr.; Herbert Hocking, sales mgr.; Michael Donnelly, adv. mgr.

**VALVOLINE OIL CO., Div. of Ashland Oil & Refining Co.,** Freedom, Pa. Complete line of petroleum products. Earle M. Craig, chmn. of bd.; R. S. Blaser, vice-chmn. of bd.; Everett F. Wells, pres.; Harry I. Johnston, exec. vice-pres.; H. J. Dunmire, vice-pres. in chge. of bulk sales; G. W. Wallace, asst. mgr. of sales; R. C. Withrow, mgr. of rust preventive sales; D. A. Smith, chief chemist, grease div.; E. A. Parker, traf. mgr.; R. D. Baughman, adv. mgr.; W. J. Heidt, mgr., Atlantic div., New York; J. H. Garlough, vice-pres. and mgr., Cent.-West div., Cincinnati; Dudley Tucker, R. M. Reid, co-mgrs., English div., Liverpool; B. H. Morris, vice-pres. and mgr., Foreign div., New York; H. M. Hart, vice-pres. and mgr., Galena div., Cincinnati; Amos Corgiat, mgr., Pacific div., Los Angeles; C. M. Mohr, mgr., Freedom div., Freedom, Pa.; S. M. Burnam, secy.; E. W. Seaton, treas.; J. W. Jewell, asst. secy.; G. E. Duerr, disbursement agt.; J. L. Blount, supt. of Freedom refinery; G. J. Rosman, research dir.; W. E. Dunning, ind. rel. **Det. Rep.**—D. Johnson, Box 4178, Gratiot sta., 1900 E. Warren ave., Detroit. **Adv. Agcy.**—James Stewart Agency, Carnegie, Pa.

**VAN AUKEN, INC.,** West Lafayette, O. Grille and trunk guards. J. B. Montgomery jr., pres.; D. E. Williams, sales mgr.; L. D. Ostler, sales correspondent.

**VAN BERGER & GREENER, INC.,** 1619 N. Hoyne ave., Chicago 47, Ill. Parts for shock absorbers and starter drives, rebuilt starter drives, carburetors, shock absorbers, distributors, fuel pumps, generators, regulators, starters, armatures, clutch covers and discs, bonded brake shoes, water pumps, brake cylinders, starter solenoid switches. Wm. G. Weldon, pres.; C. L. Redden, vice-pres.; C. L. Redden, secy.; Wm. Smetak, treas.

**VAN BRODE SALES CO., INC.,** Clinton, Mass. Sub.: Van Brode Milling Co., Kant-Ker Rode battery hold downs, state approved plastic tail and parking light lenses for passenger cars and trucks, plastic battery bolt wingnut and washer sets, plastic battery terminal covers and acid neutralizing tray. David Brody, pres.; Eric Fritsch, exec. vice-pres.; Sid Coleman, dir. of sales.

**VAN NORMAN AUTOMOTIVE EQUIPMENT CO.,** 3640 Main st., Springfield 7, Mass. Crankshaft regrinders, camshaft grinders, boring bars, cylinder honers, valve refacers, cylinder head grinders, pressure plate grinders, piston grinders, brake drum lathes, pin fitting and connecting rod reconditioning machines, milling machines, ball race, centerless, and cylindrical grinders. S. F. Greer, pres.; F. P. Healy, vice-pres., chief engr.; T. W. Baush, vice-pres., export sales mgr. P. D. Moulton, vice-pres., gen. sales mgr. **Det. Rep.**—Jim Christie.

**VANETTE DIV., Universal Sales, Inc.,** Delaware, O. All steel bodies, Dor-Tu-Dor and parcel delivery for Ford chassis. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; Harry Humes, secy.-treas. **Adv. Agcy.**—Howard Swink Advertising Agency, Inc., Marion, O. Paul Kohler, acct. exec.

**VANTOOL, INC.,** 139 N. 22nd, Philadelphia 3, Pa. Brake drum lathes. Alfred Leith, gen. mgr. **Adv. Agcy.**—W. Wallace Orr, Inc., Philadelphia, Pa. W. Wallace Orr, acct. exec.

**VAPOR HEATING CORP.,** 80 E. Jackson, Chicago, Ill. Steam generators, bus and CTA car heating systems. A. D. Bruce, pres.; A. J. Loose, vice-pres.; L. H. Gillick, vice-pres., sales; W. C. Keeran, vice-pres., prod.; G. F. Westwood, secy.; D. W. Fox, treas.; V. T. Borst, asst. secy. and asst. treas. **Adv. Agcy.**—William Hart Adler, Inc., Chicago, Ill. W. H. Adler, acct. exec.

**VARIETY STAMPING CORP.,** 12695 Elmwood ave., Cleveland 11, O. Metal stamping, transmission, engine and body parts. Wallace F. Arduesi, pres.; Sterling Farmer, vice-pres.; Harry Jones, asst. gen. mgr.; Robert Jennings, works mgr.; H. J. Kirchwehns jr., sales mgr.; Ray Trend, pur. agt.

**VDO INSTRUMENTS, LTD.,** 4475 Cass ave., Detroit 1, Mich. Automotive instruments for imported cars, automotive instruments for universal use, tachographs, engine hour meters, hubodometers, gauges. Hans von Payr, gen. mgr. **Adv. Agcy.**—Stone and Simons, Detroit 26, Mich. Rudolph Jon Wille, acct. exec.

**VEEDER-ROOT, INC.,** 20 Sargeant, Hartford 2, Conn. Odometers, hubodometers, numerous types of counting, indicating, controlling, recording and computing instruments, die castings. John H. Chaplin, chmn. of bd.; Harvey L. Spaunburg, pres.; Arthur E. Kallinich, vice-pres. (catalog sales); David J. Post jr., vice-pres. (special sales); Charles F. Pendlebury, treas. and asst. secy.; Andrew J.

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Rebmann, vice-pres. and secy.; Rodney F. McKeen, works mgr.; George L. Logan, sales mgr. (catalog); Charles E. Smith, asst. sales mgr. (catalog); John J. Brannick, sales mgr. (special); Henry W. Barnes, asst. sales (special); Gustave L. Manke, chief engr.; Raymond H. Bond, chief buyer; Harley L. Blodgett, traf. mgr.; Leon J. Dunn, pub. rel. dir. **Det. Rep.** — William M. MacGillivery, rm. 506 Curtis bldg., Detroit 2. **Adv. Agcy.**—Sutherland Abbott, Boston, Mass. Joel Squier, acct. exec.

**VEET INDUSTRIES,** 25753 Groesbeck hwy., East Detroit, Mich. Speed-O-Graph automatic follow-up control system, dealers' steel cabinets, production machinery, tools and parts. Robert C. Veet, pres.

**VELLUMOID CO.,** 54 Rockdale, Worcester 6, Mass. Sheet packing, gasket material, non-metallic gaskets. R. D. Seamans, chmn. of bd.; L. Wald, pres. and gen. mgr.; T. G. O'Neil, vice-pres. and gen. sales mgr.; P. C. Beals, treas.; D. C. Lindstrom, W. Zitowitz, factory supts.; C. P. Booraem, pur. agt. **Det. Rep.**—C. J. Cazabon, 18481 Fairport ave., Detroit 5. **Adv. Agcy.**—Cooney & Conner, 288 Main st., Worcester, Mass.

**VELVAC, INC.,** 3534 W. Pierce st., Milwaukee 15, Wis. Air and vacuum power braking equipment for commercial trucks, tractors and trailers. Truck mirrors, fuel tank accessories. Waller Carson jr., gen. mgr.

**VERNON CHEMICAL & MFG. CORP.,** Mt. Vernon, N. Y. pressure sensitive tapes, Black Wizard masking tape, vinyl plastic tape, fiberglass reinforced tapes, waterproof cloth tapes. Jerome F. Cohen, pres., sales and adv. mgr.; Joseph T. Finn, gen. mgr., pur. agt. **Det. Rep.**—Amster Heiser Co., 11814 Buckeye rd., Cleveland, O. **Adv. Agcy.** — Al Behar, Westport, Conn.

**VERSNICK MFG. CO., INC.,** U. S. hwy. 41 N., Madisonville, Ky. Cylinder sleeves, Met-L-Seal, valve port sleeves, taper plugs, circulating equipment, tools and equipment for installing above block repair items. Henry C. Versnick, pres., treas. and gen. mgr.; Frank V. Versnick, secy., bus. mgt. dir., adv. and sales mgr.; E. E. Eshler, vice-pres., pur. agt.; G. Griffin, traf. mgr. **Det. Rep.**—Bernard G. Golden, 29700 13 Mile rd., Farmington, Mich. **Adv. Agcy.**—Dudgeon, Taylor and Bruske, Detroit, Mich.

**VIBRADAMP DIV., American Marietta Co.,** P. O. Box 570, Jackson, Mich. Sound deadening compounds, sealing compounds, protective coatings, underbody coating, caulking materials, windshield and other specialty sealers. John E. Mortell, div. mgr.; James F. Mortell, asst. div. mgr.; Marshall F. Ericson, auto sales mgr.

**VICKERS, INC., Div. of Sperry Rand Corp.,** Administrative and Engineering Center, Detroit 32, Mich. Mobile products; pumps, steering boosters, control valves, passenger car steering pumps. James F. Forster, pres.; W. K. Allen, vice-pres., prod.; F. T. Harrington, vice-pres., sales; N. E. Edlefsen, vice-pres. and dir. of engrg.; R. E. Esch, vice-pres.; R. C. Conner, gen. mgr. Mobile Hydraulic div.; A. M. Lane, Mobile Hydraulic div., gen. sales mgr.; R. M. McCabe, vice-pres., pur.; John Baer, sales mgr., auto prod. dept.; E. J. Doucet, adv. mgr. **Adv. Agcy.**—Witte and Burden, Detroit, Mich.

**VICKERS, INC., Electric Products Div.,** a div. of **Sperry Rand Corp.,** 1815 Locust st., St. Louis 3, Mo. Magnetic-particle clutches, magnetic-particle brakes, selenium rectifiers, magnetic amplifiers, control systems, DC arc welders (rectifier), DC power supplies, photo-electric cells, lighting controls, missile controls and components, other electrical components. J. I. Cornell, works mgr.; J. H. Garwood, operations mgr.; R. C. Randall, sales mgr.; J. W. Punch, adv. mgr.; L. W. Buechler, chief engr.; T. E. Walker, pur. agt. **Det. Rep.**—S. A. Burleigh, 18353 W. McNichols, Detroit 19. **Adv. Agcy.** — Batz-Hodgson-Neuwoehner Adv. Agency, St. Louis, Mo. C. A. Hodgson, acct. exec.

**VICTOR MFG. & GASKET CO.,** 5750 Roosevelt rd., Chicago 50, Ill. Gaskets, oil seals, sheet packings. G. E. Victor, pres.; O. W. Clifton, exec. vice-pres.; Edward Gammie, vice-pres.; W. D. Neathery, secy.-treas.; A. J. Ajkers, gen. mgr., ind. sales; M. L. Liston, asst. replacement sales mgr.; H. North, dir. of pur.; J. Regis, traf. mgr. **Det. Rep.**—G. E. Scott, 5-152 General Motors bldg. **Adv. Agcy.**—Buchen Co., Chicago, Ill.

**VICTRA CORP.,** 2200 South Niagara, Saginaw, Mich. Door edge guards, dual headlight adaptor kits, Stainless steel products. Victor L. Jacobs, pres. and treas.; Ralph R. Leland, vice-pres.; Ann Jacobs, secy. **Adv. Agcy.**—Bradford-LaRiviere, Inc., Saginaw, Mich. Stewart Bradford, acct. exec.

**VIRGINIA FIBRE CORP.,** Petersburg, Va. Nylo-Saran for furniture upholstery, Sara-Quilt puffed saran and saran for automotive use. Nathan Feinstein, pres.; Lawrence A. Marsden, vice-pres., and sales mgr.; James Clontz, secy.; William Feinstein, treas.; John Jackson, gen. mgr. and asst. sales mgr.; LeRoy Maine, works mgr.; Sol Sackel, adv. mgr. **Det. Rep.**—H. H. Schultz Co. **Adv. Agcy.**—The Sackel Company, Inc., Boston, Mass.

**VISCO-METER CORP.,** 315 Grote st., Buffalo 7, N. Y. Visco-Meters, contract packaging per gov. and commercial requirements. W. A. Clare, pres.; James P. Cassidy, vice-pres. **Adv. Agcy.**—Comstock & Co., Buffalo, N. Y. Earl Close, acct. exec.

**VISILITE CORP.,** 2200 Weiss st., Saginaw, Mich. Plastic inside visors. William Holme-Shaw, pres. and gen. mgr.; G. G. Holmes-Shaw, secy. **Adv. Agcy.**—Bradford-LaRiviere, Saginaw, Mich.

**VISIONADE MFG. CO., INC.,** 200 Kusciusko st., Brooklyn 16, N. Y. Flexible plastic visors for front windshields and rear windows. Outside and inside rear view mirrors, back rests, posture rests. Henry I. Sobel, gen. mgr.; Milton Sobel, works mgr.; Albert Rothgart, sales mgr. **Det. Rep.**—John J. Gallagher, 307 Pasadena blvd., Toledo 12, O.

**VISIRECORD, INC.,** 801 2nd ave., New York 17, N. Y. Visible vertical record keeping, multiple posting machine, punched tape filing, Integrated Data Processing Systems. Herbert Weston, pres.; John Reid Topping, vice-pres., secy.; Paul S. Nevin, vice-pres.-treas.; Stephen R. Lewis, Eastern Div. sales mgr.; J. J. Muir, Western Div. sales mgr.; C. C. Raber, mgr. sales dept.; John G. Harms, contr.; Gil Anderson, works mgr.; Ronnie Proulx, plant supt. **Det. Rep.**—VISIrecord Distributing Co., 2011 Park ave., Detroit 26. **Adv. Agcy.**—Ashe & Englemore Advertising, Inc., 2444 Madison ave., New York, N. Y. Hiram Ashe, acct. exec.

**VISORS, INC.,** 2200 S. Niagara st., Saginaw, Mich. Sunban safety visor. Victor L. Jacobs, pres., gen. mgr.; J. E. Manning, M.D., vice-pres.; Robert C. Beach, vice-pres. chge. of sales; Glenn M. Beach, secy.-treas.; Leo L. Purple, works mgr. **Det. Rep.**—Gardner Staunton, 406 Fisher bldg., Detroit 2. **Adv. Agcy.** — Bradford-LaRiviere, Inc., Saginaw, Mich.

**VLCHEK TOOL CO., THE,** 3001 E. 87th st., Cleveland 4, O. Forged hand tools, small forgings, molded plastics. E. C. Koster, pres. and treas.; L. F. Storie, vice-pres., secy.; D. A. Cummings, works mgr.; Edwin Krall (tools), Don R. Butler (plastics), sales mgrs.; George Pokorny, office sales mgr.; Carl Wilke, chief; F. J. Tkach, pur. agt. **Adv. Agcy.**—Bayless-Kerr Co., Cleveland, O. Horace Kerr, acct. exec.

**VOGT, MFG. CORP.,** 100 Fernwood ave., Rochester 21, N. Y. Automotive textile and extruded plastic trim products. Raymond A. Lander, chmn. of bd.; Louis S. Foulkes jr., pres.; Raymond A. Lander jr., vice-pres.; Roy J. Lingg, secy.-treas.; Edward R. Straight, works mgr.; Frederick L. Walton, sales mgr.; Porter M. Ramsay, pur. agt.; John W. Horner jr. traf. mgr. **Det. Rep.**—Frederick L. Walton, 630 Lycaste ave., Detroit.

**VOGUE RUBBER CO.,** 1935 So. Indiana ave., Chicago 16, Ill. Premium tires and tubes. Loyd O. Dodson, pres. and gen. mgr.; Joel D. Fischer, vice-pres. and sales mgr.; A. Barry, secy.; Warren L. Dodson, treas.; R. S. Russell, pur. agt. **Det. Rep.**—Houston Bros. (Distributors), 15515 E. Warren, Detroit. **Adv. Agcy.**—W. B. Geissinger & Co., Inc., Los Angeles, Calif. Robert Williams, acct. exec.

**VOLKSWAGEN OF AMERICA, INC.,** 476 Hudson Terrace, Englewood Cliffs, N. J. Branch office: 2 Pine st., San Francisco 11, Calif. Sole importers of Volkswagen automobiles, transporters and spare parts. Will W. van de Kamp, mang. dir. Head Office, Englewood Cliffs, N. J.; Gottfried H. Lange, mang. dir., Calif. office.

**VOLTZ BROS., INC.,** 2520 S. Indiana ave., Chicago 16, Ill. Stur-dee fender and grille guards for trucks, truck bodies and trailers. E. W. Lager, pres.; C. J. Bredemann, vice-pres. **Adv. Agcy.** — Bachrodt, Newell, Okane & Gano, Chicago, Ill.

**VULCAN MANUFACTURING CO., INC.,** Wilson & W. 3rd sts., Winona, Minn. Jacks; hydraulic, all purpose, bumper, cable and mechanic's. Tripod Saf-T-Lift, push and pull tool set, air cleaner unit. R. E. Lange, pres., sales and adv mgr.; D. L. Ward, vice-pres.; Daniel Schmidt, secy.; D. M. Lange, treas., pur agt.; F. W. Lipinski, serv. mgr.; E. M. Gebler, chief engr.; Everett Urness, traf. mgr. **Det. Rep.**—Elton Eldredge, 18230 Grand River ave., Detroit 23, Mich. **Adv. Agcy.**—Stevenson & Associates, 402 Plymouth bldg., Minneapolis 3, Minn.

**VULCAN MOTOR PRODUCTS, INC.,** 1060 Broad st., Newark 2, N. J. Ignition, electrical service parts, generator, starter and voltage regulator parts, speedometer cables and assemblies, complete distributors and repair parts, vacuum chambers, pulleys, brushes and bushings, heater shut off valves, carburetor dash pots, oil sending units. Samuel Greene, pres., gen. mgr.; Albert C. Greene, secy., sales mgr.; J. Henry Staub, treas., works mgr.; Alfred Greene, adv. mgr.; S. Greene, pur. agt.

**VULCAN RUBBER PRODUCTS CO.,** 1071 6th ave., New York 18, N. Y. Neoprene coated nylon for all covering purposes. Bearing seal and gasket fabrics, custom coating, diaphragms, plastic tubing, rods, slabs, (polyethylene nylon, Kel. F.) filter cloths for wet and dry filtration. J. H. Wyatt, sales mgr.; Langley Isom, product mgr.; Donald Sheldon, pub. rel. mgr. **Det. Rep.**—Ray Lapierre, 785 N. Howard ave., Akron, O. **Adv. Agcy.** — Gotham Adv., 342 Madison ave., New York, N. Y. Duncan Sutphen, asst. exec.

## W

**W & M PRODUCTS CORP.,** 13650 Ten Mile rd., East Detroit, Mich. Automobile sound deadeners, body sealers, chassis paints, rust preventives, government spec. dipping wax, car undercoating. G. R. Widger, pres., gen. mgr. and pur. agt. Maria F. Widger, vice-pres.; E. J. Stabler, secy.-treas.; C. F. Moran, sales mgr.

**WADE ELECTRIC PRODUCTS CO.,** 211 Jacob st., Sturgis, Mich. Line connectors, spade type; terminal and junction blocks; spade, fork and eye terminals in coils or bulk for electric cable; headlight connectors; rotary and snap-in sockets; light switches; dome, tail and back-up sockets; equipment for attaching terminals to wires. Chas. E. Wade, pres. and gen. mgr.; Jasper Long, exec. vice-pres.; J. L. Whitmer, asst. treas. and contr.; E. C. Altvater, secy.; Roger F. Ort, factory mgr.; Alden W. Peterson, mgr. ind. sales; C. C. Jorn, asst. sales mgr.; R. L. Driver, pur. agt.; Stanley Killian, prod. mgr.; Edwin Kalvin, master mechanic.

**WAGNER ELECTRIC CORP.,** 6400 Plymouth ave., St. Louis 14, Mo. Lockheed hydraulic brakes and parts, brake fluid, CoMax brake lining, air brakes and parts, tools and equipment, tachographs, NoRol, electric motors, transformers, industrial bridgebrakes. J. H. Devor, pres.; G. W. Brown, vice-pres.; F. N. Felton, vice-pres., sales; E. G. Holtzman, secy.-treas.; R. H. Hackett, gen. supt.; J. R. Rose, sales mgr.; L. C. Dobrunz, adv. and sales prom. mgr.; H. H. Brandenburger, serv. parts acct. mgr.; H. S. Garrett, dir. of pur.; E. F. Wallace, chief engr.; J. Hardy, traf. mgr. **Det. Rep.**—W. S. Rigby, 6050 Cass ave. **Adv. Agcy.**—A. R. Mogge, Inc., Chicago, Ill.

**WAGNER SIGN SERVICE, INC.,** 216-226 So. Hoyne ave., Chicago 12, Ill. Wagner changeable copy display, letters and mounting equipment. Erwin Wagner, pres.; R. Wohlberg, adv. mgr. **Det. Rep.**—Glen Kuehnle, 2048 Warren st., Toledo 2, O. **Adv. Agcy.** — Wendt Advertising Agency, Toledo 4, O.

**WALDES KOHINOOR, INC.,** 47-16 Austel pl., Long Island City 1, N. Y. Retaining rings, retaining ring pliers. S. Waldes, pres.; H. Waldes, vice-pres.; G. Waldes, vice-pres., secy.; Jack Cooperman, treas.; B. Brozek, works mgr.; H. F. Bower, sales mgr.; J. Bloom, adv. mgr.; O. Kolbert, tech. adviser in chge, engrg.; H. Van Cleaf, pur. agt. **Det. Rep.** — D. J. Clifford, 729 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.** — Grey Adv. Agency, New York 1, N. Y. H. Newman, acct. exec.

**WALKER BROTHERS,** Conshohocken, Pa. Automotive battery cable, primary wire, spark plug sets, ignition wire, booster cable, trailer lead cord, etc. A. M. Callanan, pres.; C. A. Dougherty, treas.; J. R. Lewis, sales mgr.; W. H. Taylor, adv. mgr.; Donald H. Wiese, pur. agt. **Adv. Agcy.**—Hunker and Dixon, 433 Merchants Bank bldg., Indianapolis 4, Ind.

**WALKER & CO.,** 88 Custer, Detroit 2, Mich. Automobile dealer identification signs; electric displays (signs), neon, and outdoor advertising. Clarence D. Blessed, pres.; Thomas F. Wolcott, vice-pres.; Lee A. Kremer, secy.; Evan P. Bayne, treas.

**WALKER MFG. CO. OF WISCONSIN,** Racine, Wis. Portable and service jacks (hydraulic and mechanical); exhaust silencers and pipe; hydraulic jack oil; penetrating oil; oil filters and cartridges. James S. Allan, chmn. of the bd.; Rea I. Hahn, pres.; Thomas B. Earle, vice-pres., treas.; Wm. Jasperson, vice-pres., dir. of sales; Wayne Rapp, vice-pres., sales mgr. wholesale; T. Faxon Hall, vice-pres., prom. adv. mgr.; Mel Holland, serv. mgr.; Walter Shoff, dir. of pur.; Les Coffin, pur. agt.; Roger Lange, traf. mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind. Ray Sweeney, asst. exec. Aitkin-Kynett Co., Philadelphia, Pa. (filter div.), M. E. Goldman, acct. exec.

**WARD BODY WORKS, INC.,** 807 Harkrider, Conway, Ark. School and transit buses. D. H. Ward, pres., gen. mgr.; Bertha E. Ward, secy.-treas.; J. J. Grady, plant foreman.; E. O. Ryan, chf. engr.; George R. Evatt, pur. agt.; Fred Simpson, parts mgr.; George W. Cummings, contr.; W. D. Norman, sales mgr.; Bill Hess, traf. mgr.

**WARD LaFRANCE TRUCK CORP.,** Elmira, N. Y. Motorized fire apparatus and special commercial trucks. Geo. N. Malcolm, gen. mgr.; R. S. Krause, mgr., mfg. and engrg.; E. W. Pade, plant supr.; B. W. Lewis, Fire App. sales mgr.; E. F. Walsh, coordinator, sales to engrg. and prod.; J. J. Moser, mgr. commercial trucks; P. A. Jenks, sales mgr., Gannon Div.

**WARD PRODUCTS CORP., Div. of Gabriel Co.,** General Offices, 1148 Euclid ave., Cleveland 15, O. Factory address: Amsterdam, N. Y. Auto and communications antennas. J. Cejka, gen. sales mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind.

**WAREHOUSE DISTRIBUTING CO.,** 2810 N. 19th st., Philadelphia 40, Pa. Block seal, spark plug cleaning compounds, radiator stop leaks, ignition sealers, windshield wiper hose, shock and knee action oils, headlamp gaskets, cork gaskets, head and head gasket sets, shellac, penetrating and hydraulic jack oils, car wash, fabric and white wall tire cleaners, brake fluids. Samuel Halsfield, pres. and pur. agt.; B. Halsfield, secy.-treas.; Charles A. Murland, sales mgr.; Eugene I. Paul, works and parts and acc. mgr.; Robert Luke, traf. mgr. **Adv. Agcy.**—R. Arthur Engleman, Philadelphia, Pa.

**WARN MFG. CO., INC.,** 18821 Pacific Highway S., Seattle 88, Wash. Conversion hubs for 4-wheel drive vehicles, Willys Jeep, 4-wheel drive pick-up, station wagon, Dodge power wagon and army surplus Dodge. Arthur M. Warn, pres.; W. E. Skrinde, vice-pres.; Sadie L. Warn, secy.; Thurston L. Warn, sales mgr. **Adv. Agcy.**—Gail Advertising Agcy., Seattle 1, Wash.

**WARNER AUTOMOTIVE DIV., Borg-Warner Corp.,** S. Wayne st., Auburn, Ind. Automotive replacement parts, ring gears and pinions, differential cases and parts, transmission gears, gear box assemblies, etc. Spencer H. Mieras, pres., gen. mgr.; D. C. Hamilton, vice-pres.; J. K. Tully, secy.; H. G. Jackson, treas.; J. E. Hunt, factory mgr.; F. K. L. Johnson, industrial sales mgr.; M. R. Beavers, replacement parts sales mgr.; H. A. McAninch, vice-pres. engrg.; C. C. Hine, pur. agt.

**WARNER ELECTRIC BRAKE & CLUTCH CO.,** Beloit, Wis. Electric brakes and clutches for transportation and industry. Steven P. J. Wood, pres.; M. Divine, secy.-treas.; Arthur Meyer, vice-pres., mfg. research; J. George Oetzel, vice-pres., engrg. research.; E. Cleary, vice-pres., div. mgr. mfg.; R. A. Leindorf, mgr. pur. **Automotive div.:** A. J. Ward, div. mgr.; E. T. Scott, gen. sales mgr.; Jack Wilkinson, adv. and sales prom. mgr.; Charles Modersohn, engrg. mgr.; **Industrial div.:** Norman K. Anderson, vice-pres., div. mgr.; Donald McComb, adv. and sales prom. mgr.; Wesley Timmcke, engrg. mgr. R. F. Edgar, gen. sales mgr. **Adv. Agcy.**—Howard H. Monk & Associates, Rockford, Ill. Jack Glynn, acct. exec.

**WARNER GEAR DIV., Borg-Warner Corp.,** 1106 E. Seymour st., Muncie, Ind. Passenger car transmissions, truck transmissions, automatic torque converter transmissions, overdrive units, transfer drive transmissions, synchronizer assemblies, parking brake assemblies, automotive gears. E. S. Russey, pres. and gen. mgr.; J. C. Oesterle, vice-pres. and asst. gen. mgr.; F. M. Tuhey, secy.-treas.; W. H. Cortwright, vice-pres., works mgr.; Charles F. Powers, serv. sales mgr.; Palmer Orr, chief engr.; R. W. Wayman, develop. engr.; L. A. Black, dir. of pur.; D. Bickel, traf. engr.; R. B. Whinrey, office mgr., pub. rel.; J. L. Day, labor rel. dir.; L. T. Druck, pur. agt. **Det. Rep.**—R. R. Rolph, 7-233 General Motors bldg. **Adv. Agcy.**—Bob Robinson, Inc., Muncie, Ind.

**WARNER-PATTERSON CO.,** 600 S. Michigan ave., Chicago 5, Ill. Liquid solder, liquid radiator cleaner, radiator dry cleaner, cooling system protector and water pump lubricant, block repair, new speed flush. J. H. Cattell, pres.; M. J. Phillips, vice-pres.; L. P. Warner, secy.; R. M. McNelly, treas., vice-pres. sales; I. J. Fox, vice-pres. mktg.; I. J. Bialek, traf. mgr. **Adv. Agcy.**—George H. Hartman Co., Chicago, Ill.

**WARNER AND SWASEY CO., Duplex Div.,** Lansing 4, Mich. Heavy duty motor trucks, gasoline and Diesel engine-driven generating sets. H. L. Walker, vice-pres. and gen. mgr.; G. L. Hagren, engr.; H. V. Bryan, pur. agt.; Glen P. Shaw, serv. mgr.; W. F. Cook, asst. gen. mgr.

**WASHMOBILE,** 1010 Hudson st., Union, N. J. Auto washing equipment. Bernard

(Continued)

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more pages—and more faith—
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# Who's Who in the Auto Industry

(Continued)

Budish, pres.; Wm. C. Koppel, vice-pres.; Max M. Fruchter, pur. agt.; Charles Gumberg, traf. mgr. **Det. Rep.**—Harry Shamis, 5300 N. Sherman blvd., Milwaukee, Wis. **Adv. Agcy.**—Gaskill & Johnson Advertising, Ltd., Newark, N. J. Morton J. Weinstein, acct. exec.

**WASSELL ORGANIZATION, INC.,** Westport, Conn. Visual control system, rotary record and correspondence housing, visible record equipment. F. Lloyd Wassell, chmn. of bd.; G. W. Wassell, pres.; C. F. Wood, pur. agt. **Det. Rep.**—K. E. Dunsmore, Wassell Detroit Co., 16240 James Couzens hwy. **Adv. Agcy.**—James R. Flanagan Adv. Agcy., New York, N. Y.

**WATKINS-DUNN CO., INC.,** 259 Amherst st., Buffalo 7, New York. Motor truck bodies, van type; dump bodies and hoists, welded steel assemblies. Ralph J. Dunn, pres.; Theodore Shamp, vice-pres.; Carl Schlez, secy.-treas.

**WATSON CO., H. S.,** 1316 67th st., Emeryville, Calif. Auxiliary transmissions, power take-offs. Frank M. House, pres., gen. mgr.; R. S. Pershing, sales mgr.; Mark Anthony, adv. and sales prom. mgr.; C. Stenberg, pur. agt.; Dan Dowrick, serv. mgr.; Geo. Galloway, northeast mgr.; Oliver Bosbyshell, southeast mgr.; Ray Terrill, north central mgr.; Dan Sparks, south central mgr.; Joseph O'Keefe, northwest mgr.; P. L. Gassoway, west mgr.

**WATSON CO., JOHN WARREN,** 1924 Hunting Park ave., Philadelphia 40, Pa. Impregnated fabric and paper for body cab, radiator and engine mountings; hood-lacing and leaf spring inserts; lubricant coating pencils. John W. Watson, pres., chief engr.; R. A. Watson, vice-pres. secy.-treas., gen. mgr.

**WAUKESHA MOTOR CO.,** St. Paul ave., Waukesha, Wis. Internal combustion engines and units. J. E. DeLong, pres., gen. mgr.; R. Merriam, chief engr.; C. E. Nelson jr., exec. vice-pres.; A. Herzberg, gen. supt.; J. G. Swain, vice-pres. sales; N. H. Willis, vice-pres. engrg.; F. C. Schulze, sales mgr.; H. J. Lemmer, adv. mgr.; O. Pedersen, serv. mgr.; H. Loebl, distrib. serv., sales; L. F. Whisler, pur. agt.; H. Eckert, traf. mgr. **Adv. Agcy.** — Cramer-Krasselt Agency, Milwaukee, Wis. Carl Brehm, acct. exec.

**WAUSAU MOTOR PARTS CO.,** Schofield, Wis. Piston rings, valve seat inserts. G. C. Landon, pres., gen. mgr.; Don J. Horkan, vice-pres. and asst. gen. mgr.; J. S. Landon, treas.; R. P. Tinkham, secy.; B. K. Konkol, asst. secy-treas.; W. F. Schmeling, replacement sales mgr.; Glenn Aschbrenner, works mgr.; I. H. Gisselman, pur. agt.

**WAVERLY PETROLEUM PRODUCTS CO.,** 1724 Chestnut st., Philadelphia 3, Pa. Oils and greases, oil and grease absorbent. Edw. P. Frankel, pres.; Earl Scott, secy.-treas.; E. W. Coogan, sales mgr. **Det. Rep.**—William A. McLaughlin, Detroit, Mich. **Adv. Agcy.** — Beaumont, Heller & Sperling, Inc., Reading, Pa.

**WAYNE CHEMICAL PRODUCTS CO.,** Copeland st. and M.C.R.R., Detroit 17, Mich. Rust preventive oils and coatings, lubricants, paste solder, cleaners, cutting and grinding oils, spray booths. Edgar G. Behr, pres.; Karl G. Behr, vice-pres.; Warren C. Dilloway, secy.; George E. Sullivan, treas., gen. mgr.

**WAYNE PUMP CO.,** 124-134 W. College ave., Salisbury, Md. Gasoline dispensing pumps, air compressors, hose reels, automotive hoists and indus. lifts. W. H. Bateman, pres.; C. F. Bateman, B. A. Dean, A. E. Allen, vice-presidents; W. T. Thornton jr., secy.-treas.; T. F. Breen, serv. mgr.; C. E. Bounds, pur. agt. **Det. Mgr.**—M. J. Vierling, 1627 W. Fort st. **Adv. Agcy.**—A. E. Aldridge Assoc., 1616 Walnut st., Philadelphia 3, Pa. A. E. Aldridge, acct. exec.

**WAYNE WORKS DIV., Divco-Wayne Corp.,** 1500-1700 N. "F" st., Richmond, Ind.; School bus and motor coach bodies; F. W. Hall, pres.; D. C. Walker, asst. to gen. mgr.; R. O. Thomas, sales vice-pres.; J. M. Eggemeyer, western sales mgr.; D. F. Starr, pub. rel. & adv.; R. B. Kurre, chief engr.; C. W. Hennage, pur. agt.; M. C. Jordan, asst. sales mgr. **Adv. Agcy.**—Ruben Advertising Agency, 966 N. Meridan st., Indianapolis, Ind.

**WEATHERHEAD COMPANY,** 128 W. Washington blvd., Ft. Wayne, Ind. Tube fittings, flexible hose assemblies, dash controls, drain and shut-off cocks, valves, accessories and screw machine parts for automotive products. Albert J. Weatherhead jr., pres.; James M. Baker, vice-pres. and gen. mgr.; Mario R. Funari, treas. and contr.; Clayt Ehlert, pur. agt.; Kenneth W. Finch, chief engr.; Bob Carpenter, chief research engr.; M. J. Kaufman, works mgr.; A. S. Wade, sales mgr. OEM Div.; G. P. Robers, sales mgr. distr. div. **Det. Rep.**—C. S. Johnson, 923 Fisher bldg., Detroit, Mich.

**WEAVER MFG. CO.,** 2171 E. 9th st., Springfield, Ill. Headlight testers, brake testers, alignment testers, front end equipment, jacks, lifts (automotive, truck and bus), shop service equipment, air compressors, car washer, wheel dollies. I. A. Weaver, pres.; E. A. Costa, exec. vice-pres., treas., gen. mgr. and bus. mgt. dir.; H. G. Becker, supt.; John M. Carroll, secy.; E. C. Henning, domestic sales mgr.; E. V. Eastman, adv. mgr.; Ruel Logan, gen. sales super.; G. A. Rudin, serv. mgr.; W. A. Ross, chief engr.; O. W. Ellis, pur. agt.; H. G. Hogan, traf. mgr.; J. S. Greenleaf, maint. supt. **Det. Rep.**—A. W. Ray, 9364 E. Outer drive, Detroit, Mich. **Adv. Agcy.**—Arthur R. Mogge, Inc., Chicago, Ill. A. R. Mogge, acct. exec.

**WEBER TOOL CO. (Weber Racing Cams and flywheels),** 2990 Ramona blvd., Los Angeles 33, Calif. Camshafts, push rods, jet plates, flywheels steel-faced (aluminum), degree wheels, clutches, adapters (transmission housings). Harry J. Weber, pres., chief engr.; John H. Price, vice-pres., works mgr.; B. G. Weber, secy.; Charles H. Storing, gen. mgr. **Adv. Agcy.**—Shackelford Advertising Agency, Los Angeles 31, Calif.

**WEBSTER ELECTRIC CO.,** 1900 Clark st., Racine, Wis. Intercommunication and sound systems and magnetic tape recorders. A. C. Kleckner, chmn. of bd.; P. G. Crewe, vice-chmn. of bd.; D. J. Munroe, pres.; H. C. Stacey, gen. sales mgr.; W. E. Dent, adv. mgr.; H. Weinbrenner, serv. mgr.; P. A. Karll, vice-pres. in chge. of pur.; O. Hansche, asst. secy. and traf. mgr.; P. Arsikovic, per. mgr. **Det. Rep.**—Vic Stalford, 92 Peterborough. **Adv. Agcy.**—Franklin Advertising, Inc., Milwaukee, Wis.

**WEBSTER MFG. LTD., W. L.,** 5320 Riverside dr., Riverside, Ont. Interior trim for passenger cars and trucks, truck seat trim replacement kits, school bus seat trim replacement kits, automotive safety seat belts. W. L. Webster, pres.; B. F. Webster, vice-pres., treas.; Harold E. Roberts, gen. mgr.; C. A. McKaig, traf. mgr.

**WEIAND POWER & RACING EQUIPMENT,** 2733 San Fernando rd., Los Angeles 65, Calif. Manufacturers of power and racing equipment for most popular makes of automobiles, i.e. high compression cylinder heads, dual and triple manifolds, four carburetor competition manifolds.

**WEIDENHOFF CORP., Algona, Ia.** Automotive test equipment. W. W. Daniel, pres.; K. T. Peirce, vice-pres., gen. mgr., and pur. agt.; R. L. Grover, secy.; Wm. Nemitz, treas.; Miles M. Sloniker, sales mgr. serv. mgr.; W. L. Peterson, chief engr.

**WEIRTON STEEL CO.,** Main, Weirton, W. Va. Hot and cold rolled sheets and hot rolled strip, galvanized sheets, long ternes, tin plate, zinc coated sheets (weirzin). E. O. Burgham, pres.; W. A. Murphy, exec. vice-pres., secy.; J. H. Harris, treas.; C. E. Carr, vice-pres., gen. mgr.; L. P. Brueckel, vice-pres., sales mgr.; W. A. Fannin, asst. sales; F. G. Brown, asst. to vice-pres., sales; H. C. Fitton, adv. mgr.; C. J. Klein, vice-pres., chief engr.; J. H. McNeal, pur. agt.; J. K. Deasy, traf. mgr.; C. B. Dodd, pub. rel. mgr. **Det. Rep.**—W. F. Myers, General Motors bldg. **Adv. Agcy.**—Campbell-Ewald, Detroit, Mich. W. P. Stewart, acct. exec.

**WELD-BUILT BODY CO., INC.,** 5903 Preston Court, Brooklyn 34, N. Y. Wrecking equipment, truck-mounted amusement rides, towing equipment, crash and garbage trucks. Arthur Nelson, pres.; Joseph Milan, vice-pres.; A. Matters, works mgr.; A. Fava, sales mgr. **Adv. Agcy.**—Norman Commercial Art Service Co., New York, N. Y. N. Levit, acct. exec.

**WELLER ELECTRIC CORP.,** P. O. Box 345, Easton, Pa. Soldering guns. Carl E. Weller, pres.; Joseph F. Whitaker, vice-pres., sales; Russell Robertson, sales mgr. **Adv. Agcy.** — Arndt, Preston, Chapin, Lamb and Keen, Inc., Philadelphia, Pa. Earle C. Thompson, acct. exec.

**WELLINGTON SEARS CO.,** 65 Worth st., New York 13, N. Y. Cotton and synthetic fabrics of all types for all industries. H. D. Ruhm jr., pres. **Det. Rep.**—C. K. Saunders, Wellington Sears Co., 2070 Penobscot bldg. **Adv. Agcy.**—Ellington & Co., New York, N. Y. H. W. Covington, acct. exec.

**WELLMAN CO., THE S. K.,** 200 Egbert rd., Bedford, O. Sintered metal clutch plates, clutch facings and brake linings for automotive, aircraft, industrial and earth-moving equipment. S. K. Wellman, chmn. bd.; R. W. Biggs, pres.; W. E. Canfield, vice-pres.; William A. McAfee, asst. secy.; C. T. Cox, vice-pres., secy.-treas.; R. C. Brigleb, replacement parts dept. sales mgr.; J. E. Clegg, asst. sales mgr. repl. parts dept.; G. L. Romine, sales mgr. original equipment dept.; E. N. McVey, chief engr.; Frank Yehl, pur. agt. George Young, per. mgr. **Det. Rep.**—G. T. Gorman, 10600 Puritan, Detroit 38. **Adv. Agcy.**—C. D. Heiser, Cleveland, O.

**WELTRONIC CO.,** 19500 W. Eight Mile rd., Detroit 19, Mich. Resistance welding controls, electronic timers, electronic and magnetic contactors, control combinations and accessories, motor controls, rectifier-regulators, electronic rectifiers, automatic engine test stands. Cletus J. Collom, pres.; Victor Saliba, secy.-treas.; D. J. Collom, chief engr.; George Ducharme, plant supt.; J. M. Johnston, sales mgr.; Robert Johnston, pur. agt.

**WESBAR STAMPING CORP.,** West Bend, Wis. Car top carriers, replacement hub caps, outboard motor stands and carriers, disc for automatic transmissions, metal stampings (small), blanking, piercing and forming dies. C. I. Nielsen, pres., gen. mgr.; F. M. Nielsen, vice-pres.; Chet Nielsen, secy., sales and adv. mgr.; M. G. Rusch, treas., works mgr. **Adv. Agcy.** — Ramsthal Advertising Agency, West Bend, Wis.

**WEST CHEMICAL PRODUCTS, INC.,** 42-16 West st., Long Island City 1, N. Y. Disinfectants, deodorants, soaps, cleaners. M. M. Marcuse, chmn. of bd.; James E. Marcuse, pres.; L. J. Oppenheimer, vice-pres., secy.; S. S. Ross, treas.; G. J. Ross, contr.; W. Flatow jr., vice-pres.; R. C. Goodwin, adv. mgr.; William C. Wallstein, pur. agt.; Martin Yunker, traf. mgr. **Det. Rep.** — J. K. Rowley, 2760 Third ave **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. R. Brockway, acct. exec.

**WESTBERG MFG. CO.,** 144 S. Coombs st., P. O. Box 576, Napa, Calif. Westach auto aid portable engine test unit, auto, truck and marine tachometers, wind speed indicators and industrial speed indicators. V. L. Westberg, pres.; D. A. Kratzer, sales mgr.

**WESTBROOK INDUSTRIES, INC.,** 140-146 Malvern st., Newark 5, N. J. Brake and clutch bonding equipment. J. Urbano, pres., treas.; M. Urbano, secy.; N. Cornell, sales and adv. mgr.; J. E. Nolan, pur. agt.

**WESTCLOX, Div. of General Time Corp.,** LaSalle, Ill. Automobile clocks. D. J. Hawthorne, pres.; M. C. Budlong, gen. mgr.; H. T. Millikin, gen. sales mgr.; J. L. Bruce, ind. sls. mgr.; J. M. Rowley, adv. mgr.; E. E. Connell, sls. prom. mgr.; Roy May, serv. mgr.; M. E. Schlenker, chief engr.; G. E. Magill, pur. agt.; L. C. Damm, traffic mgr. **Det. Sales Rep.** — Don Hale, 18932 W. McNichols rd. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Chicago, Ill. J. D. Davis, acct. exec.

**WESTERN TOOL AND STAMPING CO.,** 2725 Second ave., Des Moines 13, Ia. Certified power mowers, lawn sweepers, snow plow, riding mowers, and electric hand trimmers. E. W. Kolls, pres.; J. E. Kolls, vice-pres.; H. D. Bright, vice-pres., treas.; Clark Shreck, secy.; E. C. Seyphol, vice-pres. in chge. of sales; C. J. Tussing, asst. sales mgr.; Clarke Shaw, mdse. mgr.; R. A. Panor, sales prom. mgr.; R. R. Torgersen, vice-pres. and serv. mgr.; George I. Wood, vice-pres. and chief engr.; Earl Lee, pur. agt.; D. F. Thomas, traf. mgr. **Det. Rep.** — David W. Marstiller, 10958 Roxbury, Detroit, Mich. **Adv. Agcy.**—Rothbardt-Haas Advertising, Inc., Chicago, Ill. Robert A. Haas, acct. exec.

**WESTINGHOUSE ELECTRIC CORP., Lamp Div.,** MacArthur ave., Bloomfield, N. J. Incandescent and fluorescent lamps. Mark W. Cresap jr., pres.; F. M. Sloan, vice-pres.; C. E. Erb, gen. sales mgr.; R. E. Ebersole, mktg. mgr.; H. E. Plishker, merch. mgr.; C. W. Flood, mgr. miniature lamp dept.; R. M. Harris, mgr. T.B.A. sales; W. D. Scott, mgr. adv. and sales prom.; F. E. Esser, pur. dept. **Det. Rep.**—T. L. Holbrook, P. O. Box 502, Detroit. **Adv. Agcy.** — McCann-Erickson, Inc., 485 Lexington ave., New York 20, N. Y. C. Nulle, acct. exec.

**WETTLAUFFER ENG. CORP.,** 19000 W. Eight Mile rd., Detroit 19, Mich. Product and tool engineering, patterns, mockups and die models, plastics, kirksite foundry and experimental metal fabrication. E. G. Wettlaufer, pres.; H. J. Wettlaufer, vice-pres.; A. J. Wettlaufer, vice-pres. sales.; R. J. Grubba, vice-pres. engr.; H. B. Gaston, sales mgr.; H. H. Penny, pur. agt.; J. D. Campbell, treas.

**WHALE TOOL CORP.,** 1767 Broadway, New York 19, N. Y. Pli-wrench—locking type. Louis Rosenberg, gen. mgr.

**WHEEL WEIGHTS, INC.,** 122 South First st., Ann Arbor, Mich. Wheel balance weights. M. J. Hume, pres.; R. J. Zaebst, gen. mgr.

**WHEELDEX & SIMPLA PRODUCTS, INC.,** White Plains, N. Y. Motorized and manual card filing equipment. Etchel Scholfield, pres.; R. P. Scholfield, gen. mgr. **Det. Rep.**—V. Whims, Wheeldex-Simpla Detroit Co., Book bldg., room 501, Detroit, Mich.

**WHELAND CO.,** 2800 S. Broad st., Chattanooga 2, Tenn. Gray iron automotive castings. Gordon P. Street, pres.; Charles W. Wheland, vice-pres.; C. C. Lay, treas.; Z. W. Wheland, secy.; H. F. Griscom, dir.; K. L. Landgrebe, vice-pres., fdry. oper. **Det. Rep.**—J. Fred Selman, 910 Fisher bldg., Detroit. **Adv. Agcy.**—Power & Condon, Chattanooga, Tenn.

**WHITAKER CABLE CORP.,** 1301 Burlington st., Kansas City 16, Mo. Battery cable, ignition sets, spool wire, wire harness assemblies, battery terminals, battery service tools, bonding jumpers, radio assemblies. J. P. Whitaker, pres.; T. A. Voelker, vice-pres., chge. Eastern sales div.; T. H. Stuver, secy., pur. agt.; A. L. Taylor, treas.; J. F. Whitaker, exec. vice-pres.; C. Craig Whitaker, vice-pres. in chge. ind. sales; Ivan F. Cloud, wire plant mgr.; D. E. Stewart, vice-pres. in chge. of sales; J. W. Taylor, vice-pres. in chge. of St. Joseph, Mo. plant; P. B. Melcher, replacement sales mgr.; Thomas J. Baldridge, adv. mgr.; M. D. Downing, asst. pur. agt. **Det. Rep.**—C. O. Larson, 16846 Kercheval, Grosse Pointe, Mich. **Adv. Agcy.**—Arthur R. Mogge, Inc., Chicago, Ill.

**WHITE AUTOMOTIVE PRODUCTS, INC.,** 1601 Douglas ave., North Providence 4, R. I. Upper cylinder oiler. Henry L. White, pres., chief engr.; Samuel Hesketh, vice-pres.; Raymond A. Masse, secy.; Lily Parkinson Hesketh, treas.

**WHITE & BAGLEY CO., THE,** 100 Foster st., Worcester 8, Mass. Motor oils, gear oils, greases, specialties. Edwin G. Bagley, pres., treas.; Herbert P. Bagley II, secy.; George J. Nurse, sales mgr.; Mary T. Holland, adv. mgr.; Ernest W. Foster, pur. agt.; John W. Moulton, traf. mgr.

**WHITE COLOR CARD CO.,** 467 Amsterdam, Detroit 2, Mich. Automotive upholstery and color selectors. Myron S. Steinberg, pres.; Wayne G. Gratopp, gen. mgr.; Samuel B. Keene, secy.; Howard J. Fisher, treas.; J. Floyd Johnson, adv. mgr.; John E. Stamler, sales mgr. **Det. Reps.**—Wayne G. Gratopp, Harry Harrigan and John E. Stamler, 467 Amsterdam. **Adv. Agcy.** — Artvertisers - Detroit, Detroit, Mich. Milton Watson, acct. exec.

**WHITE MOTOR CO.,** 842 East 79th st., Cleveland 1, O. White Mustang power trucks and tractors, White 3000 trucks, Autocar trucks, diesel engines. Robert F. Black, chmn. of bd.; J. N. Bauman, pres.; F. S. Baster, vice-pres., chge. engrg.; J. P. Dragin, vice-pres., finance; Paul Rice, secy.; W. L. Pepin, dir. of serv.; Harold O. Hoffman, treas.; William B. Terbeek, works mgr.; G. C. Frank, tech. asst. to pres.; Robert Cass, asst. to pres.; H. Richard Stickel, asst. to pres. and dir. of pub. rel. and fleet sales; Paul Gillan, chief engr.; R. A. Fryer, adv. mgr. **Adv. Agcy.**—D'Arcy Advertising Agency, Cleveland, O. J. C. Toedtman, acct. exec.

**WHITEHEAD STAMPING CO.,** 1665-7 W. Lafayette blvd., Detroit 16, Mich. Stampings, standard washers, special washers, "hindview" mirrors. J. F. Whitehead, chmn. bd.; J. F. Whitehead jr., pres., treas.; M. B. Whitehead, vice-pres.; G. B. Whitehead, vice-pres., sales mgr.

**WHITMAN & BARNES,** 40600 Plymouth rd., Plymouth, Mich. Drills, reamers, countersinks, tool bits, counterbores, carbide tools and special tools. K. Kronwall, pres.; E. W. Zipse, vice-pres., gen. mgr.; H. G. Capron, secy.; H. Beckstrom, treas.; W. Tichy, works mgr.; C. W. Krueger, sales mgr.; D. T. Meisel, adv. mgr.; R. G. Matley, pur. agt. **Adv. Agcy.**—Gray & Kilgore, Inc., Detroit, Mich. R. N. Blatchford, acct. exec.

**WHITNEY CHAIN CO.,** 237 Hamilton st., Hartford 2, Conn. Replacement timing chain, industrial power trans. chain. L. H. Whitney, pres.; Leota G. MacKenzie, secy.; B. G. Tyrrell, treas.; W. O. R. Korder, sales mgr.; R. G. Atkins, mktg. mgr., sales prom. and adv. mgr.; W. R. Edgerton, chief engr.; W. E. Welles, pur. agt.; S. G. Corbett, traf. mgr.

**WHIZZER INDUSTRIES, INC.,** 350 South Sanford, Pontiac 20, Mich. Whizzer motors and motorbikes. Dietrich Kohlsaat, pres.; Frank Andux, contr.; Martin Goldman, secy.-treas.; R. H. Cooley, sales mgr.; Henry Schuricht, chief engr.; L. A. Kent, pur. agt. **Adv. Agcy.** — Dudgeon, Taylor & Bruske, Detroit, Mich. Paul Bruske, acct. exec.

**WICO ELECTRIC CO., a div. of Globe-Union, Inc.,** Box 111, West Springfield, Mass. Magnetos and distributors. H. M. Sauers, pres.; A. L. Brownlee, vice-pres.; C. L. Allen, mgr., ind. and trade sales; O. H. Tift, mgr., adv. and mktg.; M. F. Allen, serv. mgr.; A. I. Alstrom, mgr., Flywheel Magneto sales; L. A. Whiting, traf. mgr.; H. W. Pugh, pur. agt.; H. F. Burke, mgr., ind. and pub. rel. **Adv. Agcy.**—Ad-Service, Worcester, Mass.

**WILBUR & WILLIAMS CO., THE,** 130 Lincoln st., Boston 35 (Brighton), Mass. Specialized industrial paints and coatings; rust inhibitive, full rubber base and vinyl acid resistants. Merton E. Williams, pres.; Donald E. Wilbur, secy. and treas.; Larcom Randall, adv. mgr.; Geo. P. Allen, pur. agt. and dir. of sales service. **Adv. Agcy.**—Larcom Randall Adv. Agcy., 51 Melcher st., Boston.

**WILKENING MFG. CO.,** 2000 S. 71st st., Philadelphia 42, Pa. Piston rings, piston resizers, ring compressors, cylinder deglazer, piston groove cleaner, lathes, gauges. W. E. Wilkening, pres.; W. S. Loeb, vice-chmn. of bd.; H. E. Gerstley, chmn. of bd., treas.; D. A. Cowhig, exec. vice-pres.; Helmuth G. Braendel, vice-pres. engr.; J. O. Lutz, gen. sales mgr.; R. W. Doherty, replacement sales mgr.; Walter A. Kirkpatrick, adv. and sales prom. and pub. rel. mgr.; Francis Flynn, pur. agt. **Det. Rep.**—Thos. W. Moss & Assoc., 29250 Grand River, Farmington, Mich. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia 2, Pa.

**WILLARD STORAGE BATTERY DIVISION, The Electric Storage Battery Company,** 246 E. 131st st., Cleveland 1, O. Storage batteries, battery service equipment, cables and wire. J. S. Harbison sales mgr.; G. W. Wolff, sales opertg. mgr.; R. A. Risk, natl. sales mgr.; J. P. Garvin, sales prom. mgr.

**WILLEY'S CARBIDE TOOL CO.,** 1340 W. Vernor hwy., Detroit 1, Mich. Tungsten carbide tools and metal special cutting tools, tungsten carbide tool grinders, diamond tools, wheel dressers. F. H. Willey jr., pres.; J. V. Rutten, vice-pres.; Don McPherson, gen. mgr.; T. H. Goddard, secy.; E. Speicher, works mgr.; Henry Stier, chief engr.; T. H. Goddard, pur. agt. **Det. Reps.**—R. Schulz, Mathew Rumora, Les Huber. **Adv. Agcy.**—Philip D. Barrett, 16501 Wyoming, Detroit 21, Mich.

**WILLIAMS & CO., J. H.,** 400 Vulcan st., Buffalo 7, N. Y. Detachable sockets and accessories, open-end and box wrenches, impact sockets, machinists' tools, chain pipe tongs and vises, hoist hooks, eye bolts, drop-forgings. M. J. Kearins, chmn. of bd.; J. C. Malugen, pres.; J. B. Perkins, vice-pres., tool sales; E. R. Burkardt, sales mgr., tools sales; G. W. Caruso, asst. sales mgr., tool sales; H. N. Maurer, vice-pres., forging sales; J. S. Slosson, vice-pres., mfg.; R. H. Runnalls, secy.-treas.; J. R. Armstrong, adv. mgr.; J. P. O'Brien, pur. agt. **Det. Rep.**—Marshall H. Durston jr., 2258 Pine st., Birmingham, Mich. **Adv. Agcy.**—Comstock & Co., Buffalo, N. Y. L. Wells Simonds, acct. exec.

**WILLIAMSEN BODY & EQUIPMENT CO.,** 9th and Wall, Ogden, Utah. Commercial truck and trailer bodies and trailer chassis. L. C. Williamsen, pres. and gen. mgr.; Ronald E. Urry, exec. vice-pres.; P. Fred Pusey, secy.-treas.; L. Clair Williamsen, chief engr. Jack R. Williamsen, shop supt.; F. Emerson Stephens, sales mgr.; William Poole, pur. agt.

**WILLMARK RESEARCH CORP.,** 250 W. 57th st., New York 19, N. Y. Complete nation-wide market and marketing research service. Mark Bernstein, pres.; Robert Bernstein, exec. vice-pres.; Louis S. Roberts, research dir.; Harold Glantz, adv. and prom. **Adv. Agcy.** — Bisberne Advertising Co., Chicago, Ill.

**WILLYS MOTORS, INC. (Wholly-owned subsidiary of Kaiser Motors Corp.),** Toledo, O. Automotive, aircraft and electronic manufacturing. Edgar F. Kaiser, pres.; S. A. Girard, vice-pres., gen. mgr.; Sydney W. Taylor, vice-pres., engrg.; C. A. Watson, gen. sales mgr.; Cruse Moss, asst. gen. sales mgr.; C. W. Grinstead, dir. of adv. and mdse.; Leo S. MacKay, vice-pres., pur.; E. C. McCleary, vice-pres., mfg.; P. J. Stell, cont.; E. E. Trefethen, vice-pres. and treas.; William Marks, secy. **Det. Rep.**—Frank Brosnan, 13825 Grand River. **Adv. Agcy.**—Norman, Craig and Kummel, 30 Rockefeller Plaza, New York 20, N. Y.

**WILSON CO., THE, Mfg. of Wilco Products,** 959 Commonwealth ave., Boston, Mass. Exhaust extension, motor moly, glow trim, sun visors, license plate brackets, fender whisker, travel trays and fender guide. William B. Sandler, pres., sales mgr.

**WILSON, K. R., INC.,** 212 Mill st., Arcade, N. Y. "KRW" Ford service tools, hydraulic presses, garage equipment. James G. Devin, pres., treas.; Frank C. Wilson, vice-pres. engrg.; Manley Fleischmann, secy.; Harold Schuyler, asst. treas.; Norman R. Forrest, sales mgr. auto div.; Harold A. Moyer, sales mgr. hydraulic div.; J. Bernard Bainbridge, adv. mgr.; Homer D. Wilson, gen. mgr., hydraulic div.; Hugh B. Wilson, plant mgr.; Grant Silliman, chief engr.; Harry Bader, pur. agt.; Howard Burton, export mgr. **Adv. Agcy.**—Barber & Druillard, Inc., Liberty Bank bldg., Buffalo, N. Y. David Price, acct. exec.

**WINCHESTER FLASHLIGHT AND BATTERIES,** New Haven, Conn. Flashlights and batteries. Roger Watrous, mgr.; Richard W. Snyder, sales mgr.

**WINNER MANUFACTURING CO., INC.,** Box 399, Trenton 3, N. J. Custom molded products. I. M. Scott, pres.; J. Rosenwald II, vice-pres. sales mgr.; R. G. Palmer, treas.; D. A. White, pur. agt. **Adv. Agcy.**—Eldridge, Inc., Trenton, N. J.

**WIREMOLD CO., THE,** Hartford 10, Conn. Defroster hose, fresh air duct, auto cable housing (non-metallic). D. Hayes Murphy, ch. bd.; John Davis Murphy, pres.; William D. Ball, secy.; Robert H. Murphy, exec. vice-pres. and treas.; Paul O. Roedel, sales mgr., air duct div.; Edith Wootton, adv. mgr.; Joseph R. Dillon, pur. agt.; John F. Britt, traf. mgr. **Det. Rep.**—Robert C. Renolde, 6432 Cass ave. **Adv. Agcy.**—The Charles Brunelle Co., 37 Lewis st., Hartford 3, Conn. Charles Brunelle, acct. exec.

**WITTEK MFG. CO.,** 4305 West 24th pl., Chicago 23, Ill. Hose clamps. Ralph W. Tetzlaff, pres., gen. mgr.; Clarence Tetzlaff, vice-pres., treas.; Julius Marischler, secy.; H. J. Kratochvil, works mgr.; Edward Percival, sales mgr.; Herbert Zartler, chief engr.; John Woods, traf. mgr. **Det. Rep.**—Cameron Lombard, 3049 E. Grand blvd., Detroit, Mich. **Adv. Agcy.** — Merrill McEnroe & Associates, 176 W. Adams, Chicago, Ill.

**WIX CORP.,** Gastonia, N. C. Oil, air and fuel filters and cartridges (automotive and industrial). A. H. Sims, chmn. of bd.; L. G. Alexander, pres.; Arthur Hull-Ryde, vice-pres. & gen. sales mgr.; R. W. Owen, sales mgr., automotive div.; Paul L. Francois, sales mgr., orig. equip. & Brands; A. A. Wilson, sales mgr., ind. div.; Norman Hull-Ryde, sales prom. mgr. **Adv. Agcy.** — Humbert & Jones, New York, N. Y.

**WOHLERT CORP.,** 708 E. Grand River, P. O. Box 1109, Lansing 5, Mich. Flywheel starter gears, water and oil pumps, clutch parts, tie rod ends, king bolts, miscellaneous automotive parts. Walter F. Patenge, pres., gen. sales Harry D. Hubbard, secy., treas.; Jud L. Hopkins, works mgr.; A. A. Nelson, pur. agt.; Lois Leitz, sales mgr. replacement dept.; Hugh Patenge, sales mgr. contract div. **Adv. Agcy.**—Harry Deady, Lansing, Mich.

**WOLF CO., JOHN E.,** Home State Life bldg., Oklahoma City 3, Okla. The Wolf Plan of Service Merchandising and Owner Follow-Up, service promotions, "Good Will" and customer relations programs. John E. Wolf, pres.; John E. Wolf jr., vice-pres.; Thomas C. Wolf, secy.-treas.; J. C. Geary, dealer rel.; Elwood Hall, creative dir. **Reps. in:** Dallas, Tex., Buffalo, Chicago, Cincinnati, Cleveland, Denver, Detroit, Fargo, N. D., Atlanta, Indianapolis, Kansas City, Long Beach, Calif., Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, St. Louis, San Francisco, Seattle. **Det. Rep.**—H. W. Schlachter, 320 E. Grand blvd., Apt. 412, Detroit 7, Mich.

**WOLF'S HEAD OIL REFINING CO., INC.,** Wolf's Head bldg., Oil City, Pa. Wolf's Head motor oil and lubes, Pennsylvania lubricating oils, white crude scale wax, gasoline, kerosene, fuel oil. A. W. Scott, pres.; C. R. Scott, vice-pres., secy., sales mgr.; G. E. Scott, vice-pres., treas.; W. B. Smith, refinery supt.; C. M. Harbison, pur. agt.; L. R. Cavanaugh, traf. mgr. **Adv. Agcy.** — Aitkin-Kynett Co., Philadelphia, Pa.

**WOLVERINE TUBE, Div. of Calumet & Hecla, Inc.,** 17200 Southfield rd., Allen Park, Mich. Copper automotive tube (for original and replacement markets). D. W. Blend, gen. mgr.; R. M. Frink, dir. oprns.; J. M. Dumser, dir. sales; H. A. Harty, adv. mgr.; W. D. Schelbe, dir. pur.; J. L. Haddock, traf. mgr.; F. W. Oakes, dir. ind. and pub. rel. **Adv. Agcy.** — Gray & Kilgore, Inc., Detroit, Mich. A. J. Brooks, acct. exec.

**WOOD CO., JOHN, Bennett Pump Div.,** Muskegon, Mich. Gasoline pumps, barrel pumps, grease dispensers, oil dispensing equipment, Islanders, Tireflators, hose reels. J. B. Balmer, pres.; A. F. Jordan, vice-pres. and gen. mgr.; R. S. Owens, vice-pres. and treas.; S. K. Makemson, vice-pres. and gen. sales mgr.; A. C. Raschke, asst. to vice-pres. and gen. sales mgr.; P. R. Riner, adv. mgr.; W. M. Hoxie, serv. mgr.; Walter C. Chaffee, dir. of engrg.; R. L. Borgeson, pur. agt.; H. C. Stamer, traf. mgr. **Det. Rep.**— E. R. Finan, 15145 W. McNichols rd., Detroit. **Adv. Agcy.**—Morey, Humm & Warwick, Inc., 350 Fifth ave., New York 1, N. Y.

**WOODALL INDUSTRIES, INC.,** 7565 E. McNichols rd., Detroit 34, Mich. Body trim panels, roof headlining panels, housings for heating and air cond. systems, molded plastic parts, formed fiber parts, visors, leather grained fiberboards, trim and insulating assemblies. H. J. Woodall, pres.; M. E. Griffin, secy. and treas.; C. B. Johnson, exec. vice-pres.; R. T. B. Peirce, sales mgr.; F. L. Chadwick, asst. sales mgr.; J. W. Greig, chief engr.; G. K. Geisbuhler, pur. agt.; Norman Krause, asst. pur. agt.; Ross McCann, traf. mgr.

**WOODLETS, INC.,** 2048 Niagara st., Buffalo 7, N. Y. "Ozium" the glycol-ized air conditioner or freshener; "Ozex," the finger-tip insect spray; paper toweling; paper place mats and coasters; distinguished sales promotionals. Geoffrey H. Wood, pres. and gen. mgr.; W. E. Vaughan, vice-pres.; R. H. Stout, sales prom. mgr.

**WOODLIN METAL PRODUCTS CO., Div. of Muskegon Motor Specialties Co.,** Marshall, Mich. Aluminum window sash for trucks and buses. Carlyle Serr, mgr.; L. H. Dunn, sales mgr.; E. Dubane, sales rep.

**WOODWORTH CORP., C. B.,** Greene, N. Y. Bumper jacks, tire chains, easyun-emergency chains, spring clips (passenger car). C. B. Woodworth, pres., sales mgr., adv. mgr.; C. B. Woodworth jr., 2nd vice-pres., prod. mgr.; R. R. Woodworth, secy., pur. agt., traf. mgr.

**WOODWORTH SPECIALTIES CORP.,** 182 Broad ave., Binghamton, N. Y. Control rods, bumper jacks, tire chains, wire forms, sheet metal stampings, assemblies. Charles B. Woodworth, pres., treas.; Ralph A. Woodworth, vice-pres., chief engr.; Robert R. Woodworth, secy., pur. agt.

**WOOL BUREAU, INC., THE,** 16 West 46th st., New York 36, N. Y. Promotion for greater use of wool in automobile upholstery fabric. Max F. Schmitt, pres., adv. mgr.; Felix J. Colangelo, secy. and treas.; Dr. Gerald Laxer, research dir.; Albert W. Bates, dir. of pub. **Adv. Agcy.**—J. Walter Thompson Co., 420 Lexington ave., New York 17, N. Y. William P. Wright jr., acct. exec.

**WORCESTER PRESSED STEEL CO.,** 100 Barber ave., Worcester 6, Mass. Metal stampings, high and low pressure cylinders. Carter C. Higgins, pres., treas., and gen. mgr.; Maynard F. Carter, compt. and secy.; John W. Higgins, chmn. of bd.; Leonard C. Schmidt, gen. sales mgr.; Carroll C. Fletcher, pur. agt. **Det. Rep.**—Quigley and Milke, 16134 E. Warren ave., Detroit 24, Mich.

**WORLD BESTOS,** P. O. Box 233, New Castle, Ind. Brake linings, rolls, sets, blocks, clutch facings, spring liners and inserts, transmission linings. Richard A. Riley, gen. mgr.; Joseph Greenen, mgr. replacement sales; M. Carlyle Kucheman, comptr.; Lewis G. Kersgard, mgr. special acct. sales; James R. Speers, plant supt. **Det. Rep.**—Homer B. Sisson (O. E. M.), 1405 Henry st., Detroit, Mich. **Adv. Agcy.**—LaGrange & Garrison, Inc., Indianapolis, Ind. R. W. Garrison, acct. exec.

**WORLD-WIDE AUTOMOBILES CORP.,** 49-12 Newton rd., L. I. City, N. Y. Volkswagen automobiles and transporters. Arthur Stanton, pres.

**WORMAN, INC., LAUREL C.,** 1511 Madison ave., Toledo 1, O. Laurel C. Worman, pres., treas.; Ruth Worman, secy.; E. W. Worman, vice-pres., gen. mgr.; L. J. Vinings, vice-pres.; Clarence Goodnough, serv. mgr.

**WORTHINGTON CORP.,** Harrison, N. J. Balanced angle vertical compressors. E. J. Schwanhausser, pres.; W. H. Feldman, pres.; T. J. Kehane, vice-pres., mktg.; G. A. Habach, vice-pres., engrg.; J. J. Summersby, vice-pres., pur. and traf.; R. E. Marshall, secy.; W. R. Shook, treas.; A. M. Tullo, works mgr.; M. E. Ziegenhagen, adv. mgr.; D. S. Gibson, gen. mgr., pur.; C. J. Ratzel, traf. mgr. **Det. Rep.**—R. W. Bartlett, 13305 Puritan ave., Detroit 27, Mich. **Adv. Agcy.**—Needham, Louis & Brorby, Inc., 730 Fifth ave., New York 19, N. Y.

**WORTH-MORE CAR PLAN, INC.,** 110 Cummington st., Boston, Mass. Direct mail, merchandising program for automobile dealers. C. F. Chisholm, pres., gen. mgr.; G. M. Libin, treas.; Burt Schair, clerk. **Adv. Agcy.**—Cory Snow, Inc., Boston, Mass.

**WRIGHT HOIST DIV., American Chain**

(Continued)

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# Who's Who in the Auto Industry

(Continued)

and Cable Co., Inc., York, Pa. Speedway electric hoists, safeway hand hoists, overhead traveling cranes. C. N. Johns (New York), pres.; A. C. Laske (New York), secy.-treas.; S. J. Woodworth, sales mgr.; E. V. Creagh, adv. mgr.; C. G. Strote, dir. of pur. **Det. Rep.**—R. L. Murman, 2401 E. Seven Mile rd., T. J. Winter, asst. sales mgr.; York, Pa. **Adv. Agcy.**—Reincke Meyer & Finn, Inc., Chicago, Ill.

**WUDEL MFG. CO., EDMUND J.,** 6082 Ferguson dr., Los Angeles 22, Calif. Vixen spark plug cleaner and tester, Wudel hydraulic transmission jack, stand and engine support bar. Edmund J. Wudel, owner, chge. of sales; Ruth Wudel, secy.; Wm. E. Earl, chief engr. and prod. **Adv. Agcy.**—Mann Advertising Co., Los Angeles, Calif.

**WYATT MFG. CO., INC., THE,** 500 N. 5th st., Salina, Kans. Jayhawk tractor mounted loaders and attachments, bazooka spiral grain augers, hay stackers, field sprayers, hydraulic truck hoists, sub-soilers. J. J. Spaeth, pres.; J. W. Spaeth, secy.; J. E. Spaeth, vice-pres. and gen. mgr.; R. L. Thorp, dir. of sales; T. G. Aird, sales mgr.; K. W. Krutz, charge truck hoist sales; W. V. Warren, chief engr.; J. A. Kistler, pur. agt. **Adv. Agcy.**—Rogers, Smith, Potts, Turnbull Adv., Kansas City, Mo.

**WYMAN-GORDON CO.,** 105 Madison st., Worcester 3, Mass. Plant locations: Worcester div., Worcester, Mass., and Grafton, Mass.; Ingalls-Shepard div., Harvey, Ill. Forgings for aircraft, automobile and farm equipment industries (produced from steel, high density alloys, titanium, aluminum and magnesium). Crankshaft forging specialists. H. G. Stoddard, chmn. of bd.; R. W. Stoddard, pres.; H. F. Wood, exec. vice-pres.; S. R. Duryee, vice-pres. and treas.; R. M. Powell, exec. vice-pres. sales; J. L. Roach, gen. sales mgr.; J. R. Carter, mgr. of oprns. Eastern div.; L. W. Ollila, works mgr., Worcester plant; E. M. Fuller, works mgr., Grafton plant; R. E. Zell, works mgr., Ingalls-Shepard div., Harvey, Ill. **Det. Rep.**—R. M. Powell, 2814 Book Tower, Detroit. **Adv. Agcy.**—John W. Odlin Co., Worcester, Mass.

**WYNN OIL CO.,** 1151 W. Fifth st., Azusa, Calif. Friction proofing products— automotive, industrial and farm chemicals. Carl E. Wynn, pres. and gen. mgr.; Beatrice P. Wynn, vice-pres.; Wesley E. Bellwood, secy.-treas. and contr.; Elizabeth Pollock, asst. secy.; Clifton L. Wynn, export sales; Dr. S. I. Gleason, dir. research and develop.; Gaylord Hold, asst. dir. research and develop.; John T. Appelt, prod. mgr.

**WYZENBEEK & STAFF, INC.,** 223 No. California ave., Chicago 12, Ill. Flexible shafts and flexible shaft machines for sanding, grinding, buffing, polishing, wire brushing. Also flexible shafts for tire buffing, sawing attachments for electric drills, hole cutters, etc. Also wear test meter for testing wearing quality of fabrics. A. Wyzenbeek, pres.; Davis Baker, vice-pres., sales. W. Sheppard, pur.

## X

**"X" LABORATORIES, INC.,** 25 W. 45th st., New York, N. Y. Radiator maintenance items and car washes. "X" radiator liquid sealer; "X" block liquid; "X" water pump lubricant and rustoff; "X" super flush (acid); "X" quick flush, "X" fabric coat; "X" powder and liquid karwash. E. S. Giles, pres.; L. Costabile, secy.; B. Turnbull and G. Mullett, vice-presidents; M. Gallo, treas. **Adv. Agcy.**—Picard, Marvin, Inc., N. Y. R. Picard, acct. exec.

**XCELITE INC.,** Thorne ave. and Bank st., Orchard Park, N. Y. Screwdrivers, nut drivers, pliers, wrenches. F. B. Farrington, pres.; John O. Olsen, vice-pres.; A. S. Warden, vice-pres., sales mgr. **Det. Rep.**—Lawrence F. Zaffina Co., 7351 Gratiot ave., Detroit 13, Mich. **Adv. Agcy.**—Howard W. Nareau Advertising Agency, 45 Allen, Buffalo, N. Y.

## Y

**YALE & TOWNE MFG. CO.,** 11000 Roosevelt blvd., Philadelphia 15, Pa. Hand and electric hoists; electric, diesel, gasoline, L-P gas motorized and hand industrial lift trucks. J. A. Baldinger, gen. mgr.; G. A. Smith, prod. mgr.; N. R. Amberg, works mgr.; Clyde R. Dean, gen. sales mgr.; N. C. Baker, adv. pub. and sales prom. mgr.; P. J. Freiderichs, serv. mgr.; O. S. Carliss, dir. of engrg.; T. W. Curtin, pur. dir.; Chas. Krips, traf. mgr. **Det. Reps.**—The Yale & Towne Mfg. Co., 4466 Woodward ave., Detroit 1, Mich. Samuel T. Keller Co., 1212 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Ruthrauff & Ryan, Inc., 711 Third ave., New York 17, N. Y. Joseph W. Nash, acct. exec.

**YALE RUBBER MFG. CO.,** Sandusky, Mich. Extruded and molded rubber parts and oil seals. E. H. Henderson, pres. and gen. mgr.; R. C. Henderson, vice-pres., treas.; W. D. Hough, secy.; A. Rizzardi, sales mgr. **Det. Reps.**—W. D. Hough, 3530 W. Fort st., Detroit 16, Mich.

**YANKEE METAL PRODUCTS CORP.,** 25 Grand st., Norwalk, Conn. All lighting equipment for cars and trucks, mirrors, fire extinguishers, directional signals, oil flares, etc. Benj. Putterman, chmn. of bd. of dirs.; Harold Putterman, pres.; Milton Putterman, vice-pres. and treas.; Edward Lippman, secy.; Seymour Putterman, asst. secy.; S. Paley, vice-pres., fin.; I. Putterman, vice-pres., mfg.; L. Fleishman, vice-pres., prod. control; Miss Emmer, sales exec.; Irving Fass, pur. agt. **Det. Rep.**—Jim Ford, 428 Fisher bldg., Detroit. **Adv. Agcy.**—Friend-Reiss Advertising, New York, N. Y. Pete Weinberg, acct. exec.

**YORK-HOOVER CORP. (Body Division),** York, Pa. Specialized commercial bodies and public utility equipment. H. W. Stone, pres.; Charles Ziegler, vice-pres., sales mgr.; Luther Dettinger, secy.; George T. Stone, exec. vice-pres.; Cyril Bielek, treas.; Donald Groft, chief sales engr.; Harold Knofla, pur. agt.; Titus Snyder, traf. mgr.

**YOUNG RADIATOR CO.,** 709 S. Marquette st., Racine, Wis. Radiators, coolers, heaters, engine jacket water coolers, evaporators, condensers, evaporative condensers and coolers, unit heaters, convector radiators, air conditioning units, oil coolers, intercoolers, heat exchangers. F. M. Young, pres., gen. mgr.; J. J. Hilt, vice-pres.; W. H. Schieck, secy.-treas.; Clarence Goebel, plant supt.; Charles Stratman, prod. supt.; W. G. Schlichting, sales mgr. (heating, cooling and air conditioning); A. L. Kreul, sales mgr. (contract products div.); A. D. Bogus, sales mgr. (oil field and heavy equip.); H. F. Brinen, chief res. engr.; W. V. Astrup, chief engr.; W. E. Becker, pur. agt.; H. M. Gill, adv. mgr.; C. F. Burbey, serv. mgr. **Adv. Agcy.**—Western Adv. Agency, Racine, Wis.

**YOUNG SPRING & WIRE CORP.,** 9200 Russell st., Detroit 11, Mich. Automobile cushions and back springs, mechanical springs; wire shapes and forms; metal garnish mouldings; instrument boards. N. D. Ely, pres. and gen. mgr.; T. Couper, gen. vice-pres.; R. B. Robins, vice-pres.; P. J. Gallette, vice-pres. auto. sales; A. W. Ackerman, secy.-treas.; C. Hupp, chief engr.; G. L. Ouellette, pur. agt.; W. A. Hower, traf. mgr. **Adv. Agcy.**—Zimmer, Keller and Calvert, Inc., Detroit, Mich. D. F. Gordon, acct. exec.

**YOUNGSTOWN KITCHENS DIV., American-Standard,** Salem, O. Automotive stamping, fenders, grilles, hoods, doors, deep drawn parts including assembly. C. D. Alderman, pres.; H. M. Heckathorn, exec. vice-pres.; M. L. Ondo, vice-pres. sales; H. O. Smith, vice-pres. mfg.; H. Krohne, vice-pres. and contr.; P. G. Wooster, asst. contr.; H. F. Howell, gen. mgr. sales; A. F. Boone, sales mgr.; F. N. Kautzman, adv. mgr.; M. E. Ullman, chf. engr.; G. R. Walker, dir. pur.; A. C. Deimel, gen. traf. mgr.; C. R. Nelson, dir. pub. rel. **Adv. Agcy.**—Grey Advertising Agency, New York, N. Y. John Rigor, acct. exec.

**YOUNGSTOWN SHEET AND TUBE CO., THE,** Stambaugh bldg., Youngstown 1, O. Open hearth and Bessemer steels of various types, including carbon, copperoid, alloy and yoloy steels. J. L. Mauthe, chmn. of bd.; W. E. Watson, vice-chmn. of bd.; A. S. Glossbrenner, pres.; W. H. Yeckley, vice-pres. in chge. of oprns.; M. H. Watkins, George McCuskey, W. E. Fowler, H. J. Spoerer, F. M. Mayer, vice-presidents; James E. Bennett, gen. counsel and secy.; John H. Hall comptr.; K. Calvin Sommer, treas.; R. F. Doolittle, asst. gen. counsel and asst. secy.; A. C. Joachim, asst. secy. and asst. treas. **Det. Rep.** — The Youngstown Steel Products Co., 926 Fisher bldg. **Adv. Agcy.** — Griswold-Eshelman Co., Cleveland 13, O. Dan Reebel, acct. exec.

## Z

**ZACO LABORATORIES DIV., Zip Abrasive Co.,** 1360 W. 9th st., Cleveland 13, O. Valve grinding compounds, spray paints, rust preventative, break-in oils, shortstop ignition spray, penetrating oil, surface-flaw detector. C. L. Safford jr., pres.; J. Harris, works mgr.; Ralph Bing, adv. mgr. **Det. Rep.**—Roy Baldwin Co., 15111 W. Nine Mile rd., Detroit 35, Mich. **Adv. Agcy.**—Ralph Bing Co., Frederick bldg., Cleveland, O.

**ZAC-LAC PAINT & LACQUER CORP.,** 350 Simpson st., N.W., Atlanta, Ga. Synthetic enamels, lacquers, undercoats, thinners, varnishes. M. E. Zachos, pres.; R. E. Beverly jr., secy. in chge. of sales; Walter L. Ziegler, tech. dir. and plant mgr.

**ZAIGER CORP., THE,** 589 Essex st., Lynn, Mass. Windshield wiper blades, windshield wiper arms, automotive switches, windshield (electric) defrosters. Max Zaiger, pres., treas.; Albert Zaiger, sales mgr.

**ZELLER CORP., THE,** Fort Wayne rd., Defiance, O. Automotive spark plugs, muffler clamps, universal joints, misc. automotive parts & supplies, universal joint repair kits. Erwin L. Clemens, pres.; R. C. Zeller, vice-pres.; F. W. Sweet, secy.-treas.; Ken Mitchell, sales mgr.; Don Canfield, asst. sales mgr.; K. L. Johnson, adv. mgr., sls. prom. mgr.

**ZENITH CARBURETOR DIV., Bendix Aviation Corp.,** 696 Hart ave., Detroit 14, Mich. Carburetors, governors, fuel filters. E. M. Bimberg, gen. mgr.; H. E. Winter, works mgr.; Fred E. Williams, sales and adv. mgr.; H. B. Steele, asst. sales mgr.; Karl F. Deck, serv. sales mgr.; F. Barford, chief engr.; H. L. Morrison, pur. agt.; Harold Scanlon, traf. mgr. **Adv. Agcy.** — MacManus, John & Adams, Bloomfield Hills, Mich.

**ZIERDEN CO., THE,** 3815 S. Kinnickinnic, Milwaukee 7, Wis. Overhead car washing swivel. F. P. Zierden, pres., chief engr. and pur. agt.; Gregory Gramling Sr., vice-pres.; L. Zierden, secy.-treas. **Adv. Agcy.**—Paulson Gerlach Associates, Milwaukee, Wis. Franklin Fisher, acct. exec.

**ZIM MFG. CO.,** 3037-3047 Carroll ave., Chicago 12, Ill. Cylinder ridge reamers, gear pullers, horn bushing pullers, key inserters, piston groove cutters and cleaners, piston ring compressors and expanders, piston vises; valve grinders, guide drivers, guide extractors, key pullers, lifters, refacers, spring compressors and tappet adjusting tools; wheel pullers and special tools. Earle J. Zimmerman, pres., treas., and gen. mgr.; Charles W. Zimmerman, vice-pres., sales mgr.; R. W. Zimmerman, secy.; F. J. Kross, works mgr.; H. A. Berkman, chief engr. **Adv. Agcy.**—Arthur C. Barnett, Chicago 11, Ill.

**ZINK CORP., HOWARD,** Jackson and Napoleon sts, Fremont, O. Auto seat covers, truck seat covers, auto replacement parts, trimming supplies, marine accessories, utility bags, decalcomania transfers, highway and indoor and outdoor signs. Jack D. Zink, pres., gen. mgr.; C. M. Werling, exec. vice-pres.; W. A. Zink, secy., gen. sales mgr.; N. S. House, treas., contr.; W. N. Waggoner, sales prom. mgr.; L. V. Royer, works mgr.; Miss Jean Younglove, adv. mgr.; R. J. Beeker, asst. gen. sales mgr.; C. L. Cole, pur. agt.; S. S. Cramer, asst. pur. agt.; Ed Stout, traf. mgr.; E. J. Celek, per., pub. rel. mgr. **Det. Rep.**—P. J. Hough, 3391 Sherbourne rd., Detroit 21, Mich. **Adv. Agcy.**—The Howard Swink Advertising Agency, Marion, O. John K. Lord, acct. exec.

**ZIP ABRASIVE CO.,** 1360 W. 9th st., Cleveland 13, O. Valve grinding com. pounds. C. L. Safford jr., pres.; J. Harris, works mgr. **Det. Rep.**—Roy Baldwin Co., 15111 W. Nine Mile rd., Detroit 35, Mich. **Adv. Agcy.**—Ralph Bing Co., Cleveland, O.

**ZOERMAN-CLARK MFG. CO., INC.,** 628 N. Mechanic st., Jackson, Mich. Reamers, pullers, screwdrivers, pliers, hammers, flaring dies. R. L. Fransted, pres., treas.

**ZWIK CORP.,** Box 327, Elkin, N. C. White Sidewall cleaner, black tire wax. Alexander M. Smith II, pres.; Richard G. Smith jr., secy.-treas.

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• STAINLESS FITTINGS
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• COLD DRAWN BUTT WELDED

# Who's Who Listings Indexed by Products

***Designed as a time-saver for readers, the following Product Index was compiled solely from the "Who's Who" lists supplied by manufacturers. It is not presented as a complete product listing of all manufacurers, and any errors or omissions will be corrected in later issues of the Almanac.***

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**1916**—MECHANICS developed universal joints.

**1921**—WARNER GEAR introduced the first standard transmissions.

**1922**—LONG introduced double plate clutches.

**1923**—ROCKFORD developed multiple spring clutches.

**1924**—BORG & BECK introduced vibration dampening flexible center clutches.

**1930**—WARNER GEAR began production of transmission synchronizer units.

**1931**—MECHANICS introduced roller bearing universal joints. WARNER GEAR offered Free Wheeling to the industry. INGERSOLL developed tapered steel discs for truck wheels.

**1934**—WARNER GEAR introduced Overdrive.

**1938**—BORG & BECK, LONG and ROCKFORD introduced Borglite and Torbend clutch plates.

**1939**—MARBON developed Ty-Ply rubber-to-metal bonding material.

**1949**—WARNER GEAR and DETROIT GEAR perfected automatic transmissions.

**1952**—MARVEL-SCHEBLER introduced power chambers and hydraulic power units for trucks and trailers; LPG carburetion systems for trucks, tractors, buses, taxis and stationary engines.

**1953**—WARNER GEAR and DETROIT GEAR began production of automatic transmissions for trucks.

**1955**—ROCKFORD introduced Morlife clutches for heavy duty vehicles.

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